

GaMEP Connects an Access Control Technology Manufacturer to Prospective Customers

Customer Profile

Savannah-based Digitus Biometrics was founded in 2005 as a biometric access control company that utilized fingerprint technology to secure areas. The company has since branched out into protecting data center physical IT assets. In 2010, Digitus Biometrics developed and manufactured both the hardware and software for a device to provide room and cabinet security within those data centers, allowing the company to offer a complete solution set for its customers' physical security.

Situation

Over the years, Orjan Isacson, Coastal Georgia Region Manager for the **Georgia Manufacturing Extension Partnership (GaMEP)** at Georgia Tech, had worked closely on numerous projects with the company's CEO, Dave Orischak, and CTO, Chris Marsden. Isacson realized that Digitus Biometrics would be a prime candidate for an Economic Gardening Program offered through the Savannah chapter of the Technology Association of Georgia (TAG). With this initiative, Digitus Biometrics would receive powerful and in-depth market research to identify business opportunities.

Solution

Orischak and Marsden had several conference calls with a team of specialized research analysts. The group listened to the needs of the CEO and CTO to gain a better understanding of their company, their product, and their current customers, which consisted of corporations, educational institutions, healthcare industry, financial institutions, and the government. The group provided Digitus Biometrics with an analysis of their current customers and a comprehensive targeted list of prospective customer companies that looked similar to their current customers.

Using the information and list, the Digitus Biometrics team began a marketing strategy to target the suggested prospect companies, resulting in new sales of \$50,000.

Digitus Biometrics is currently building out an indirect sales channel as another means of growing its business.

Results

By implementing the recommendations from the TAG Economic Gardening program, Digitus Biometrics was able to:

- Develop a list of prospective customers.
- Gain approximately \$50,000 in new sales, equating to 2% of annual revenue.

Testimonial

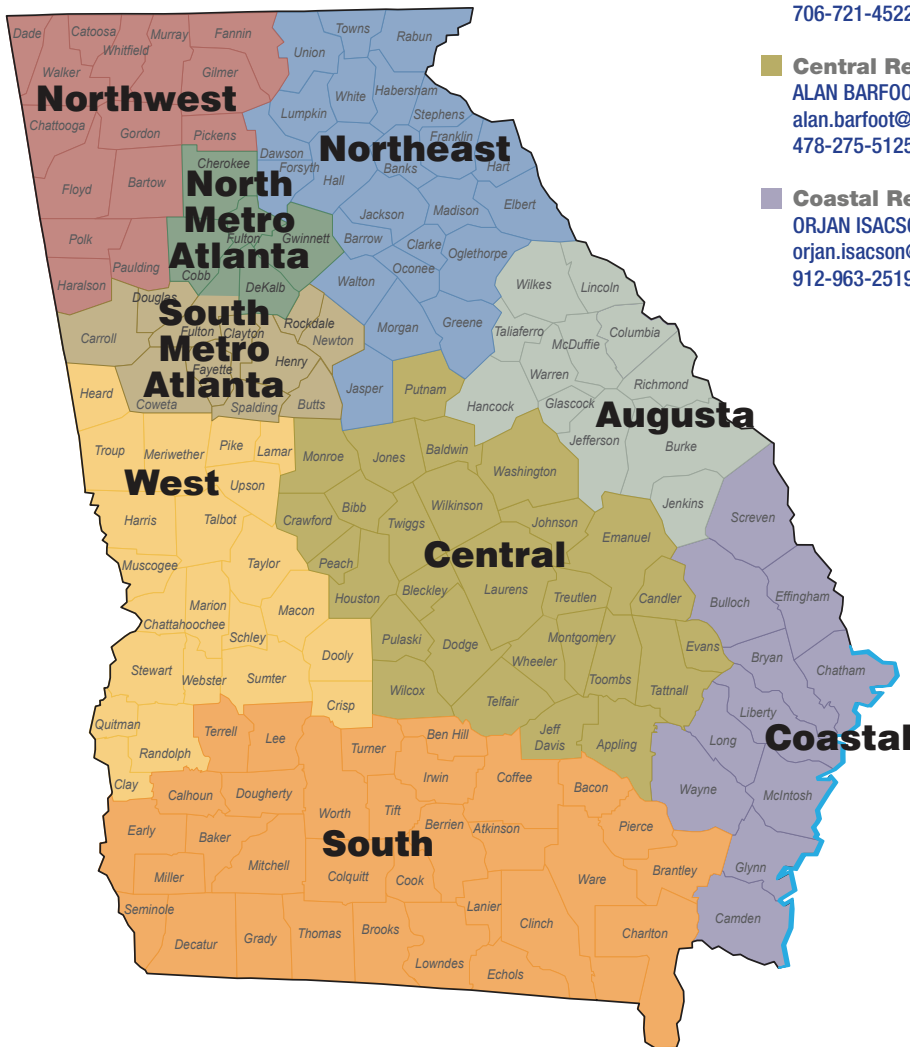
"Orjan has been a big help and has been involved with Digitus from the start, including helping create a business plan, providing information on exporting, and working closely with the inventor of our product," said Orischak.

For additional information about GaMEP services, visit www.gamep.org or contact the regional manager in your area.
If you are located outside of Georgia, contact Karen Fite, State Regional Network Manager.

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