



Provoke Solutions Limited

Provoke Solutions offers a premium IT users' experience based on design excellence. The Company concentrates on ensuring a deep understanding of user requirements. Solutions are built onto their trusted robust development platform that scales to client needs. Clients enjoy using Provoke Solutions software!

Situation presented

Provoke Solutions sought assistance to accelerate its business growth in the New Zealand IT market. The Company had successfully established itself in Wellington as a Microsoft partner. It had Industry expertise in banking / financial services / insurance, emergency services and government sectors. It wanted to target its message to a select band of potential users.

Solutions provided

- Planned with the Company to map its opportunities and capture these in its latest Business Plan. This targeted the key areas of product experience and client industry involvement. The focus was to identify complimentary products to existing clients and existing skills to potential clients from similar industries;
- Planned through a series of internal workshop sessions and client interviews the background to a sales and marketing plan. This concentrated on combining the user experience message of excellence and trust with the new client and product sets as identified in the Business Plan;
- Enjoyed the build aspect of Provoke Solutions work through living their branding and website experience on this site. This was one of their first client experiences of moving into the branding arena. We are delighted with their success;
- Continue to work with Provoke Solutions to alert them to and review business opportunities, as they become available. This involves a pro-active approach to identify opportunity to continue to grow the success of Provoke Solutions.