

Case Sheet For Zagma

Year: 2009

The Challenge

We had worked with Zagma on the UI design and usability issues dealing with their product called FOBIT. A little description of FOBIT is necessary.

FOBIT is a web-enabled IT solution that inventories and monitors all the IT assets in an organization including hardware, software etc. Imagine a company like Walmart which has multiple geographies and has bought hardware and software across its many offices/outlets and over a period of time. FOBIT inventories all of them and presents a single dashboard view of all the IT assets to the CIO.

The issue that most of the time happens is that business decisions cannot be taken or fail when taken because the CIO does not have an idea of his complete IT assets. This often causes friction between CEOs and CIOs. FOBIT seeks to solve and address that.

The Zagma team was attending an international conference where the CEOs and CIOs were expected to be present. And this was exactly the target audience they were looking for. So how do you catch their attention?

The Solution

1. The target segment here is so tightly defined (just CEOs, CIOs and Chairman or Board Members) we knew the creatives/communication needed to be sophisticated and yet clear and engaging.
2. For this kind of target audience we definitely cannot be Informative or preachy or appear to be teaching, or selling benefits.
3. Moreover we need to catch their attention in a snap and the message needs to be clear.
4. And we decided that if the creative can make the CEO or CIO ask a question then that would be truly an achievement.
5. The creatives were so successful that some of the CEOs and CIOs requested the creatives to be sent to them by email.

Let's talk about the marketing challenges that we will face because tomorrow comes

CEO

Let's talk about integration challenges of IT that we will face because yesterday happened

CIO

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We should be ahead of the next competition

CEO

(thinking)

We should be ahead of the last technology

CIO

(thinking)

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I want to see what the entire
IT department is – and doing – on a single dashboard

CIO 1

(at a conference)

I want to be behind you seeing you,
seeing that dashboard

CIO 2

(having coffee beside CIO 1)

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IT and business should
work like a couple

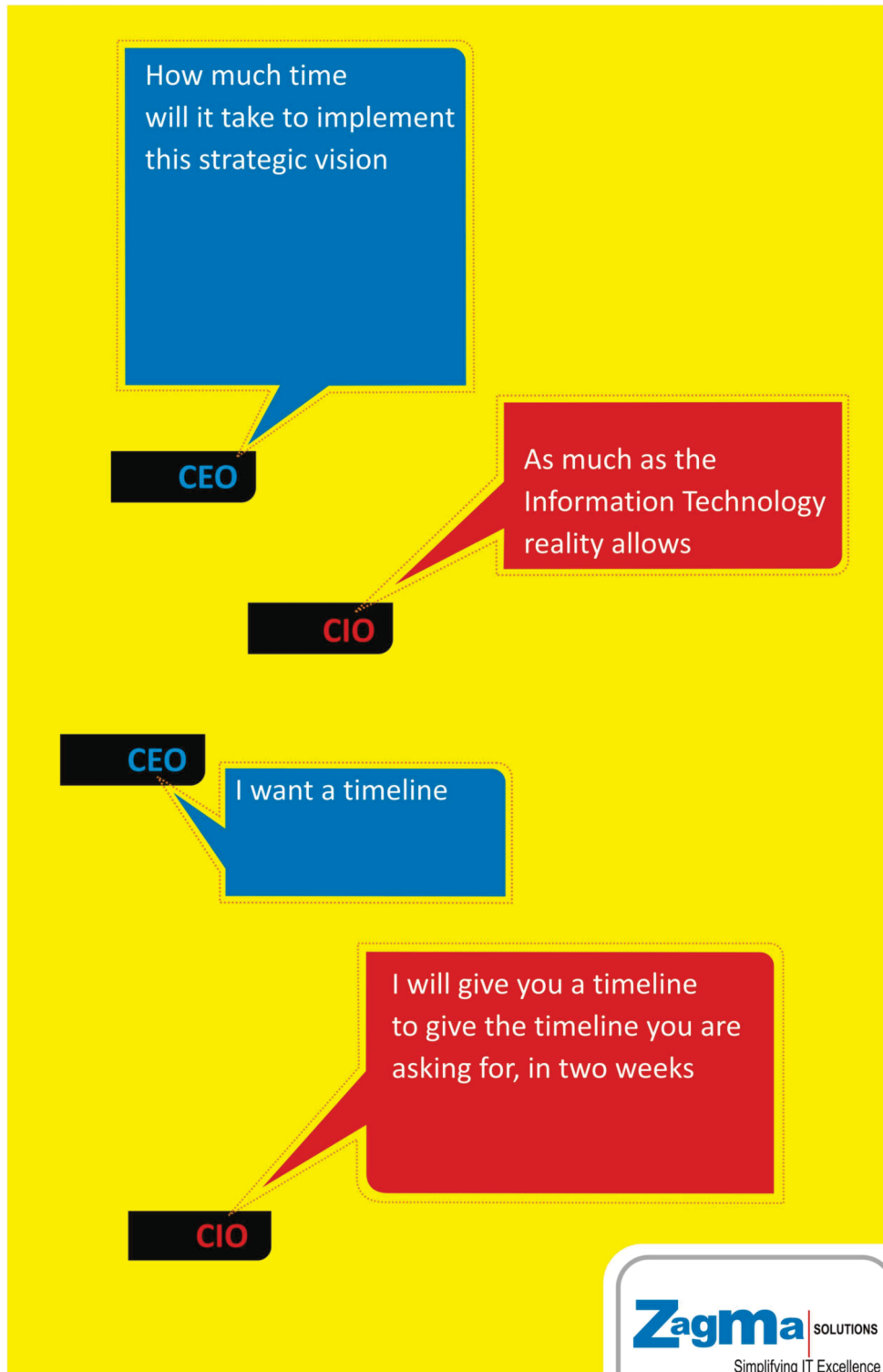
CEO 1

(at a conference)

CEO 2

(lunching beside CEO 1 and thinking)

This guy needs a marriage counselor



I have this grand vision
that I want to see
implemented as of
yesterday

CEO

CIO

I have this grand reality which will
not see it implemented until next year

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I want to see the CIO's role as
being a contributor to the bottomline

CIO 1

(at a conference)

CIO 2

(sitting beside CIO 1)

When you get to the bottom of that,
put me on the top of your address book

CEO

**Is our IT infrastructure a cost or
a benefit or a profit or a roadblock**

**No one really knows an
answer to that.
And that includes god.**

CIO

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