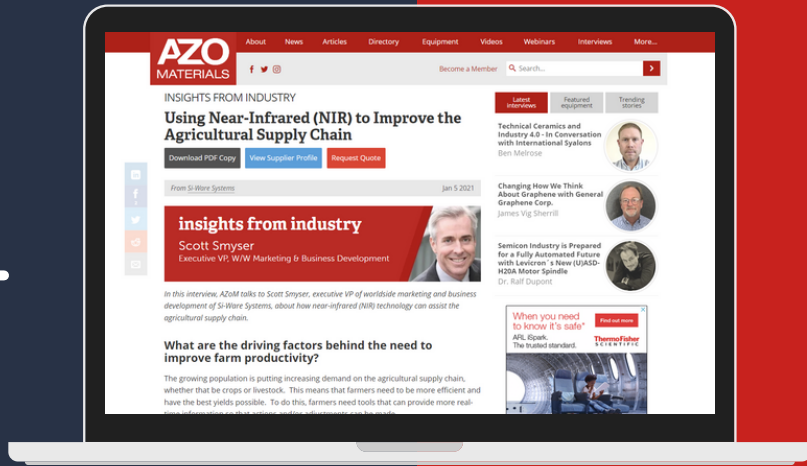# Case Study

Si-Ware Systems has redefined NIR performance and use through unique FT-NIR technology that enables simultaneous analysis of multiple parameters with greater accuracy.

The Challenge

Si-Ware System's customers work with material-analysis applications within environmental, healthcare, agriculture, food and beverage, industrial, pharmaceuticals, petrochemicals, and law enforcement industries; all highly competitive markets.

The biggest challenge has been brand recognition and thought-leadership position.

The Solution

Si-Ware Systems have benefited from the AZoNetwork platform, as a solution for finding people in the right industries with specific interests in their product applications.

A combination of insights from industry articles, product profiles, and newsletter sponsorships have been utilized across the AZoNetwork sites to increase brand awareness and generate better leads. Insights from Industry interviews are designed to put a friendly face to your products and establish a thought leadership position for your brand.

Especially over the last two years, being heavily affected by the pandemic, digital marketing has become a necessity to ensure continuity and accessibility for potential customers to find the Si-Ware Systems brand.

The Results

A single insights from industry article published on AZoM has received over 1,000 leads since its publication in 2021.

In just 12 months using content distributed on the AZoNetwork and newsletter sponsorships, 846 leads have been recorded for Si-Ware Systems to take directly to their sales team.

> 66
>
> I think you guys have an excellent platform that we can market to so that a lot more people will know who we are. They check the AZoNetwork sites because they trust them. 99

Florian Eigenmann
VP of sales EMEA
Si-Ware Systems

1000+ visits
To an insights from industry article

846 Leads in 12 monthss

1228 newsletters clicks
From 16 sponsorships