

Pawling & Associates saves NASDAQ company money, frees its marketing department for more strategic tasks

Executive summary

On one particularly busy day in 2004, Concurrent Computer Corporation marketing professional Mary Phillips made a call that resulted in a more efficient and effective work environment for her and her colleagues. The call was to Pawling & Associates. For less money and effort than she expected, Phillips found a contract writing partner that has become a member of her team. She relies on Pawling & Associates for brochures, newsletters, proofreading and quality assurance to ensure that Concurrent effectively delivers its complex messages to prospects, customers, industry analysts and investors.

Client

Concurrent Computer Corporation (CCUR on the NASDAQ), based in Duluth, GA, is a leading provider of time-critical Linux® operating systems and integrated computer solutions for mission-critical applications.

Challenge

Concurrent's marketing efforts were at times in danger of incurring excessive latency, to borrow a real-time computing phrase, because of numerous projects with overlapping deadlines. Sales wanted new product and capabilities brochures. An eight-page quarterly company newsletter consumed enormous internal time and energy. And the marketing professionals at Concurrent also at times wanted help with quality assurance - another set of experienced eyes to look at copy, and to talk over the effectiveness of messaging.

“They save us time, they save us money, they 'get it' fast, the work is finished on time and they're a real pleasure to work with. What more could we want?” - Mary Phillips, Marketing Manager, Concurrent Computer

Solution

Concurrent buys “buckets” of hours from Pawling & Associates, getting on-demand staffing at reduced rates. The more hours, the more it saves. Concurrent buys regularly so it saves a lot. Many clients use Pawling & Associates to fill in the copywriting/staffing gaps that develop between in-house teams and external PR/marketing firms – precisely the case with Concurrent.

Benefits

Concurrent uses its “bucket” hours for newsletter and brochure copy, proofreading and content consulting. It's saving an estimated \$52,800 annually compared to hiring a full-time employee. It's getting more effective words (the copy now does a better job of engaging prospects and presenting company products and services); and marketing managers can now concentrate on other tasks, leaving Pawling & Associates to handle the “grunt work.”

Pawling & Associates

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