

Case study: Key Management Systems

Key Management Systems (KMS) are developers and suppliers of communal door access solutions for the UK housing sector. Their cloud-based solution, SimpleKey Web, allows users to manage and administer communal door access remotely, from any web enabled device. Since its foundation, the business has established itself as the leading supplier to the social housing sector with nearly 50% of the market share.



The Challenge

In 2014, KMS recognised that they needed to look at both solidifying their position in the social housing sector and to establish themselves in the private housing sector. With a relatively small, but strong team, KMS needed to look at what resource they needed to enable the business to enhance its market share and grow its long-term, sustainable sales.

The Objectives

The primary objective was how to achieve the growth to take the firm to the next level, with the secondary one being how to find the right resource to support this growth. At this point, KMS had little marketing knowledge and had not defined what the marketing resource would look like. KMS were not just looking for marketing support to deliver the activity, but to help advise the business of how and where to focus their activity to support the sales team.



The Results

The KMS went through a selection process and identified EWO as the right company to work with them. EWO were able to not only review and develop a long-term marketing strategy to support the overall business objectives, but, in their MD, Owen Hughes, they were also able to work with the directors of KMS to advise on all marketing and business development activities.

Since beginning the project at the beginning of 2015, EWO have implemented a strong marketing strategy that has provided a structure and maintained a consistent programme of marketing activity throughout the year. This work has underpinned a period of sustained growth for KMS and has led to them looking to increase their sales team to continue this growth.

“EWO came in and quickly identified certain areas that we needed to address immediately, in addition they have put a structure in place that has not only enabled us to further cement our position in the social housing sector, but, is allowing us to establish our brand in the private sector. EWO continue to advise us on all marketing related areas and have been successful at engaging the sales team to ensure the marketing is able to provide the leads they need.” Tim Rogers, Director

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