

MEDIA RELEASE

February 13, 2014

For immediate release:

Business Advantage Releases EnginSoft Case Study EnginSoft to Achieve 10X ROI on Marketing

The IT, software and telecom industry research specialist [Business Advantage Group](#) has released a [case study](#) on its work for EnginSoft, available for download [here](#).

EnginSoft is a premier consulting firm in the field of Simulation Based Engineering Science. Bipin Patel, Managing Director, EnginSoft UK Ltd said, "I contacted Business Advantage (BA) to buy potential customer contact data and we prepared to call the potential clients ourselves. Business Advantage provided very high quality data but also suggested that their sales development team could develop opportunities for us. We were somewhat skeptical as the CAE market is a very technical one. To cut a long story short within months we've had to take on more people ourselves, refine our internal sales process to handle the now higher volume of opportunities more efficiently and even turn off Business Advantage in the short term from generating more leads. We anticipate at least a 10X ROI on our investment as we have already performed 4 evaluation projects for customers and have a multi-hundred thousand pound pipeline of prospective opportunities."

Chris Turner, CEO/Managing Director of Business Advantage said, "We are delighted at EnginSoft's success. It has shown, in common with many of our client's, that their marketing investment achieves a far higher rate of return with the target name research and opportunity development services from Business Advantage than on ads, conferences, exhibitions or even website development."

Business Advantage's team of specialist researchers has undertaken B2B market research and consulting in highly technical fields worldwide and has successfully completed over 1,000 assignments for information and communications technology clients in over 100 countries, spanning five continents.

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Notes for Editors

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Business Advantage: Formed in 1992, **Business Advantage** is a B2B market research, business development and marketing consulting practice operating in the global IT, Digital Communication and Telecommunications sectors. Their team of specialist researchers has undertaken B2B market research on a worldwide basis and has completed assignments for information and communications technology clients in over 100 countries, spanning five continents.

Business Advantage provides a wide range of services to many leading international companies, including **3M, Autodesk, Canon, Dell, HP, Infor, IBM, Intel, Lexmark, Microsoft, Oracle, SAP, Sony, Sophos, Xerox** and many others.

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