TOP EUROPEAN ICT FIRM CUTS OVERHEAD, BOOSTS ROI, UPS OVERALL EFFICIENCY & INCREASES GLOBAL FOOTPRINT THANKS TO C9 DIGITAL

ALSO (ALSO Holding AG) is an end-to-end technology producer for service providers and buyers in the European ICT industry. The company consists of a network of technology manufacturers and service providers, distributors, and end-users. In 2019, ALSO posted net sales revenue of 10.7 billion Euros, making it one of the biggest-earning ICT companies in Europe.

SITUATION

ALSO is a European B2B company that focuses on information technology (IT), consumer electronics (CE), and telecommunications products. They also cooperate with hardware and software manufacturers and service providers. The company provides additional services in value-added sectors, such as high-end servers, storage, security, and networks.

ALSO has developed a logistics and distribution network comprising of more than 60,000 ICT resellers in a competitive ICT market. A component service of the company's digital marketing model is providing marketing collaterals and creative digital resources such as digital banners, website development, graphic designs, and landing pages, etc.

An area of opportunity was identified with ALSO's digital marketing operations, where a sizable percentage of costs affecting gross margins was found in the compensation package of its technical and digital talent pool. These in-house specialists are paid an average of 8,000 Euros per month. While ROI targets are being achieved, it was evident that ALSO could boost its gross margins and increase revenue with innovative intervention measures in this area.

ACTION

C9 Digital worked with ALSO to strategize its revenue-boosting measures by providing high-quality yet cost-effective outsourced Digital Marketing staffing resources. C9 Digital rose to the challenge by successfully sourcing top-performing high-caliber talents for ALSO's Digital Marketing teams without compromising the quality of work the company has been known for through the years.

C9 Digital provided ALSO its outsourced digital marketing designers at an average pay rate of $1997 each month per specialist. C9 Digital's proprietary stringent hiring and outsource management process has successfully and significantly addressed ALSO's revenue-boosting strategy while adhering to quality-assurance standards and without affecting its in-house design and project requirements.

Number of Staff Hired with C9 Digital

4 Full-time Staff
Creative Web Designers
Technical Web Developers

RESULTS

- ALSO reduced its monthly overhead cost for personnel salaries by 75% per staff.
- ALSO maximized its ROI for every staff hired and outsourced through C9 Digital.
- C9 Digital has effectively maintained ALSO's brand image by ensuring quality-assurance processes efficiently designed to adhere to C9 Digital and ALSO's core values.
- ALSO is provided with more dynamic and versatile access to international talent-acquisition capabilities for potential project expansion and increase its footprint in global markets.

C9 DIGITAL

www.c9digital.com/