



Instrumentation
Technologies

www.i-tech.si

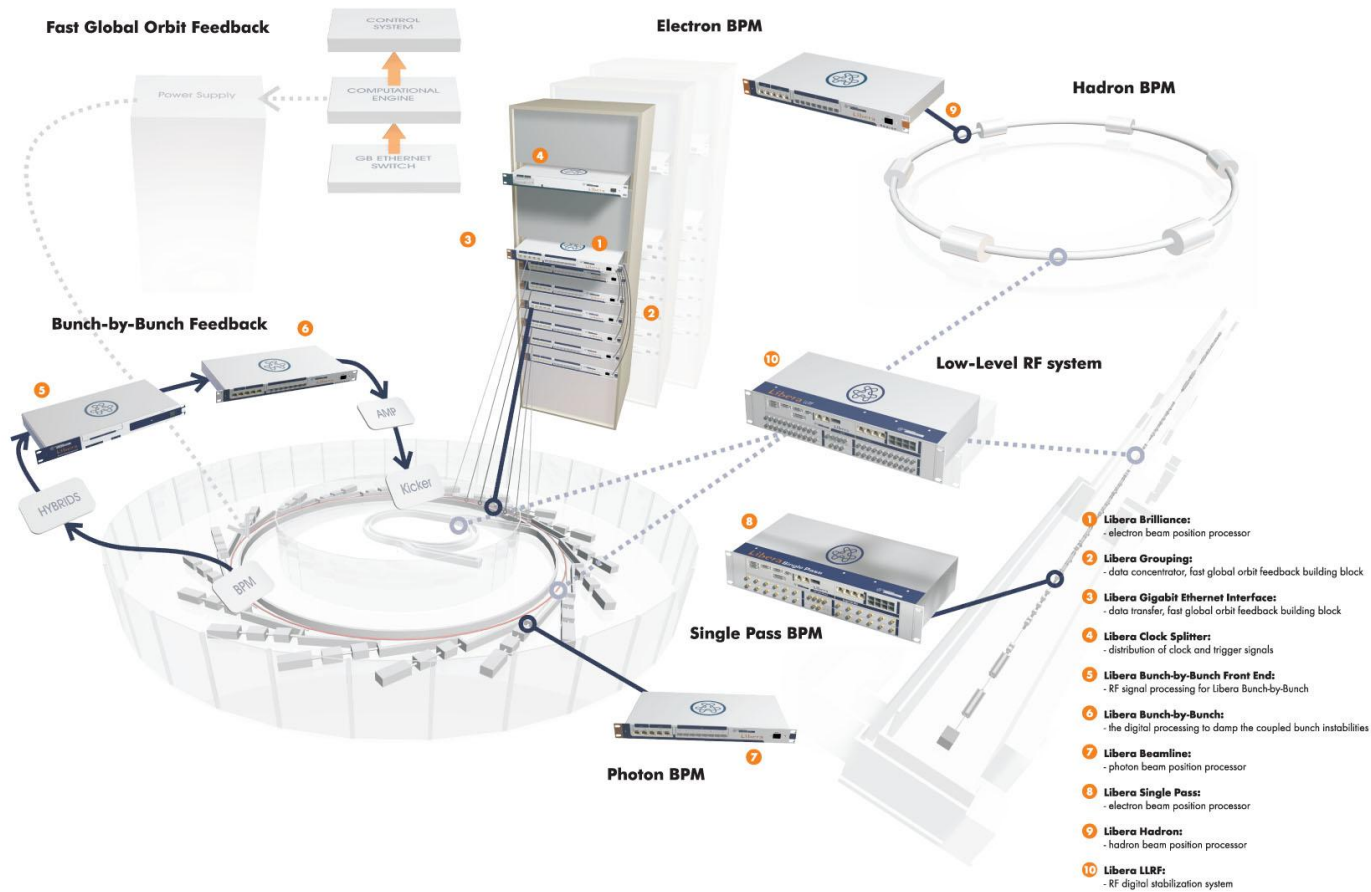
Mojca Frančeškin

Kako oblikovati aktivnosti neposrednega trženja na B2B trgih - praktične izkušnje in načrti

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37. Marketinški fokus, 21. maj 2009

Instrumentation Technologies, d. d.



Blagovna znamka



Instrumentation
Technologies

Libera

Eden na enega v medorganizacijskem trženju*

- 1. Določí**
- 2. Razvrsti**
- 3. Sodeluj**
- 4. Prilagodi**

* The one to one B2B: Customer Relationship Management Strategies for the Real Economy, Don Peppers, Martha Rogers, 2001

Trg in stranke

1. Določi
2. Razvrsti
3. Sodeluj
4. Prilagodi

- 1. Odločitev za trge**
- 2. Določitev strank**
- 3. Proučitev strank**
- 4. Razvrstitev strank**

Korak pred željami strank, korak pred konkurenco

1. Določi
2. Razvrsti
3. Sodeluj
4. Prilagodi

- 1. Predvidimo prihodnost**
- 2. Izdelek izboljšujemo na podlagi “seznama želja”**

Libera skupnost

1. Določí
2. Razvrsti
3. Sodeluj
4. Prilagodi

- 1. Eden na enega**
- 2. Libera skupnost**

Orodja - gradniki skupnosti

- **Spletna stran, elektronska pošta in elektronsko glasilo**
- **Libera delavnice**
- **Forum (?)**

Spletna stran in I-Tech glasilo

The screenshot shows the homepage of the Instrumentation Technologies website. The browser window title is "Instrumentation Technologies - Beam stabilization instrumentation provider for particle accelerators - Microsoft Internet Explorer". The address bar shows "http://www.i-tech.si/". The website has a blue and white color scheme. At the top, there is a navigation menu with links for "slovenska stran", "contact us", "site map", and "home". Below this is a large banner image with the company logo and the slogan "WHEN YOUR USERS DEMAND STABILITY". A sidebar on the left contains a "products & services" menu and a "Join the Libera community" section with buttons for "Forum", "Libera Workshop", and "I-Tech Newsletter". The main content area is divided into three columns: "News" with three articles, "Announcements" with three articles, and "Accelerator community" with two articles. Each article includes a small image and a "Read more..." link. At the bottom of the page, the contact information for Instrumentation Technologies d.o.o. is provided.

Instrumentation Technologies - Beam stabilization instrumentation provider for particle accelerators - Microsoft Internet Explorer

Database Urejanje Pregled Prijava Orodja Pomoč

Naslov: <http://www.i-tech.si/>

EPSON Web-To-Page

[slovenska stran] [contact us] [site map] [home]

products & services
support
news
about us

WHEN YOUR USERS DEMAND STABILITY

Many instruments for the beam stability of your accelerator

News

Apr. 30 2009
Demonstration results with Libera LRF on a multi-cavity RF plant
Read more...

Apr. 30 2009
Libera Brilliance successful in the commissioning of PETRA III
Read more...

Apr. 30 2009
Libera Photon to be launched at PAC
Read more...

Announcements

Apr. 21 2009
5th Libera Workshop scheduled for 16-18 September
Read more...

Jan. 20 2009
New functionalities for Libera Brilliance with the Release 2.00
Read more...

Accelerator community

Mar. 13 2009
A new medical imaging system for the diagnosis of breast cancer
Read more...

Dec. 15 2008
New discoveries about the fossilized half-dinosaur half-bird species?
Read more...

Nov. 24 2008
Synchrotron Radiation Mammography at ESRF Laboratory in Trieste
Read more...

Join the Libera community

Forum
Libera Workshop
I-Tech Newsletter

Instrumentation Technologies d.o.o., Vella pot 22, SI-6250 Solkan, Slovenia, Phone: +386 5 33 52 800, info@i-tech.si

The screenshot shows the I-Tech Newsletter page. The browser window title is "Instrumentation Technologies - Newsletter - Microsoft Internet Explorer". The address bar shows "http://www.i-tech.si/news_letter.php". The page has a blue and white color scheme. At the top, there is a navigation menu with links for "slovenska stran", "contact us", "site map", and "home". Below this is a large banner image with the company logo and the slogan "WHEN YOUR USERS DEMAND STABILITY". The main content area is divided into two columns. The left column contains a list of "Past issues" with dates and titles. The right column contains a "Portable signal generator for your testing" section with a detailed description and a "Read more..." link. Below this is an "Older Issues" section with a list of dates and titles. At the bottom of the page, there is a "Join the Libera community" section with buttons for "Forum", "Libera Workshop", and "I-Tech Newsletter".

Instrumentation Technologies - Newsletter - Microsoft Internet Explorer

Database Urejanje Pregled Prijava Orodja Pomoč

Naslov: http://www.i-tech.si/news_letter.php

EPSON Web-To-Page

[slovenska stran] [contact us] [site map] [home]

Instrumentation Technologies

I-Tech Newsletter

| www.i-tech.si |

WHEN YOUR USERS DEMAND STABILITY

In this newsletter: No. 021X, April 2009

Past issues:

April 2009, No. 02X
February 2009, No. 01X
December 2008, No. 06 EX
December 2008, No. 06 EX
November 2008, No. 05 EX
September 2008, No. 04 EX
June 2008, No. 03 EX
June 2008, No. 03 EX
April 2008, No. 02 EX
February 2008, No. 01 EX
December 2007, No. 06 VIII
November 2007, No. 07 VIII
September 2007, No. 06 VIII
July 2007, No. 05 VIII
May 2007, No. 04 VIII
April 2007, No. 03 VIII
March 2007, No. 02 VIII
January 2007, No. 01 VIII

Older Issues

Join the Libera community

Forum
Libera Workshop
I-Tech Newsletter

Portable signal generator for your testing

Visit us at our booth at the PAC conference (booth number: 65) and at the DPAC workshop (booth number: 5). We will demonstrate our new products Libera LRF and Libera Photon.

Many instruments. Many people. Working together...

It is my conviction that slight shifts in perspective have more impact on living than major efforts at change. Let me try to apply this personal view to our craft. Progress in technology offers new ways of acquiring, processing, delivering, and interpreting data. As a consequence, boundaries between components, sub-systems and systems are shifting. The same is true for relationships between companies and research institutions, on personal and organizational levels. At Instrumentation Technologies we invite you to take a fresh view on how many instruments and many people can work together to bring forward new realities.

Rok Ušić, president and CEO

Are you aiming to do optimal testing of your equipment and SW development? RF&Clock Generator is a suitable tool that contains RF signal source and function generator. Being portable, it enables you a quick setup check and thus simplifies your test set up. Furthermore, it replaces 3 conventional generators: RF signal source, Trigger/Gate generator and Machine Clock generator.

You can order the specification at: <http://www.i-tech.si/support.php?menu=3>

Ask for quotation emailing to Valentina (sales@i-tech.si) and order the first available units.

Demonstration results with Libera LRF on a multi-cavity RF plant

Our R&D team demonstrated the digital RF stabilization system this month at Daresbury laboratory on a test set-up of the BMA FFAG RF system. Good results were achieved in controlling 10 MW of power to two cavities at 1.3 GHz. We are very pleased of this step and thank the Daresbury group for the opportunity to demonstrate our system.

Being customizable to different LRF applications, Libera LRF is suitable for the latest generation light sources, hadron accelerators and linear accelerators. Its powerful features enable RF system monitoring, configuration, diagnostics and control.

You will have the chance to discuss about the product in detail with our technical engineers from the R&D group at PAC and DPAC conference. You are most welcome to visit our booth and participate at the presentation of the product's functionalities!

Libera Brilliance successful in the commissioning of PETRA III

Libera delavnice



- 1. Libera delavnica**
- 2. Srečanja uporabnikov Libere**
- 3. Mini delavnice v sklopu obiskov**



Nadgradnja Libera skupnosti

Povezujemo skupnosti, združujemo ljudi

- **Many people**
- **Many instruments**
- **Working together**

Neposredno trženje na B2B

- **Gradnja trajnostnih odnosov**
- **Ustvarjanje visokih stroškov zamenjave**
- **Pospeševanje prodaje**
- **Postavljanje sorazmerno visokih cen**

Neprimerno lepše je delati s Kuotungom, Jean-Claudom in Güntherjem kot s kupci “A”, “B”, “C”.