



Instrumentation
Technologies

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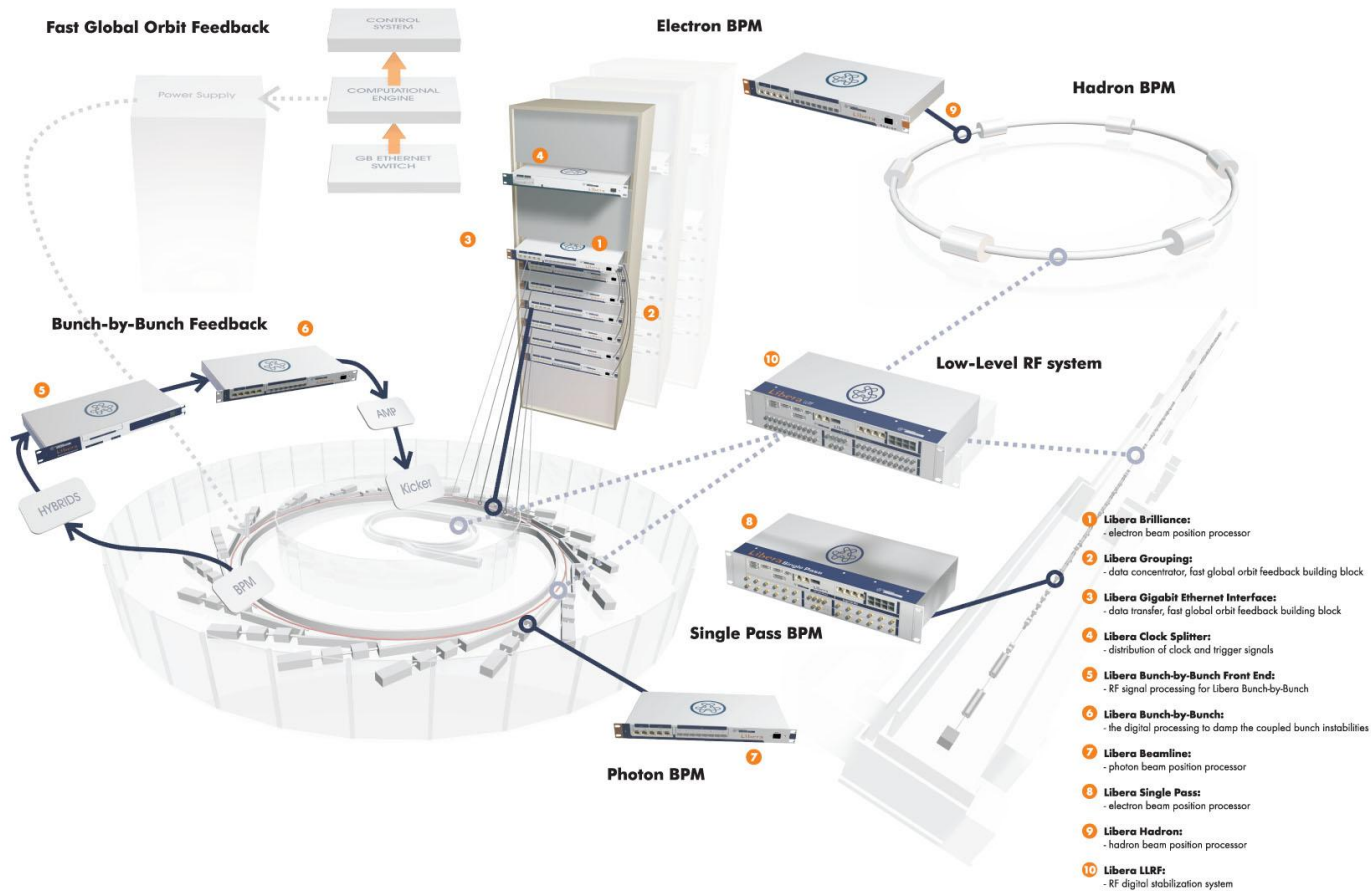
Mojca Frančeškin

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

mojca@i-tech.si

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

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

Database Urejanje Pregled Prijava Orodja Pomoč

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

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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...

Announcement archive

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
Synchronization Radiation Mammography at Ebers Laboratory in Trestle
Read more...

Accelerator community archive

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

Instrumentation Technologies - Newsletter - Microsoft Internet Explorer

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Instrumentation Technologies

I-Tech Newsletter

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WHEN YOUR USERS DEMAND STABILITY

In this newsletter: No. 021X, April 2009

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Older Issues

Join the Libera community

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Portable signal generator for your testing

Are you aiming to do an 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

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

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".