

CASE
STUDY



EPI
International

Cost and Efficiency Optimisation specialists

Sales and marketing transformation

EPI International is a strategic business consultancy based in Worcester and it helps clients improve business efficiency and reduce costs. EPI was formed by vastly experienced business improvement consultants with many years global experience working at IBM, BT, AT&T and Profit Focus Group.

The EPI team has a strong track record working in Finance, Supply Chain, Manufacturing, Retail and the Public Sector. Clients include The White Company, City of Worcester, TNT, Jimmy Choo and dabs.com.

End to end review...

We were asked by Managing Director Nick Close to take a look at all aspects of how EPI operated, with special emphasis on the Go to Market Strategy and Business Model.

Using the [Holistic Sale Model©](#) we produced a "Strategy for Growth" which identified the key areas of focus to help EPI achieve it's goals. This included recommendations for channel strategy (working through strategic partners) and the revamp of existing products to create a new solution niche that EPI could dominate.

Nick asked us to implement all the recommendations and this resulted in a new business model, marketing strategy and branding. This work was also complemented with executive coaching and skills development on the use of social media in lead generation and client acquisition.

Something new and different to say ...

The existing EPI product niche was reinvented as "Cost and Efficiency Optimisation" and iCEO (Intelligent Cost and Efficiency Optimisation) was born. This enabled EPI to move from being in the 'cost-reduction' business to becoming a complete solution to driving efficiencies through cost and process optimisation.

We created the complete story including product descriptions, collateral, marketing guides and case studies. Working with a design company we also led the development of a new logo, website and collateral which enabled EPI to expand it's business and strategic partner network.

Nick Close, Managing Director of EPI;

"John is probably the most talented marketing professional I have ever worked with.

He is highly focused and produces results very quickly."



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