

QUICK FACTS

Industry

IT Product

Revenue

\$ Privately Held

Employees

35+

Headquarters

Hyderabad, India

Web Site

<http://www.satnavtech.com>

Implementation Partner

Global Marketing Resources, LLC

Duration:

Ongoing

SatNav Technologies is an IT products company with two major cloud based map data business efficiency enhancement products for the organization both "in the field" and "in their office". The "in the field" product helps to map the stores/customer; allows creation of route plans of sales team & delivery vans and also tracking systems. "In the office" product optimizes office space & asset usage.

Key Challenges:

- Partnership Search
- Partnership Signup
- Investor Funding
- Positioning the Products
- Target Marketing
- Lead Generation
- Local Contact Support

Why [GMR Business Incubation](#)

Our incubation service is designed to convert your dream in to reality!

We Provide:

- Marketing Strategy Services
- Business Operation Services
- Business Legal Services
- New Media Marketing Services
- Accounting, Tax & Financial Management Services
- Training Services
- Lead Generation & Strategic Partner Identification

GMR Objectives:

- Identify and Introduce U.S. Strategic Partners to Market SatNav's Product
- Website and Marketing Material Messaging Specific to US Market
- Product Positioning and Solutions
- Identify and Market to Potential Investors
- Lead Generation Campaigns and Initial Follow Up with Prospects
- Set Up and Manage Local Office and Call Service

Solution & Benefits:

SatNav is a classic case of our Business Incubation Services. They are well established in India and wanted to bring their product and services to US customers. GMR's efforts resulted in:

- **20+ qualified investor inquiries, yielding over \$1 million in investment funds**
- **Local presence and solution-oriented positioning increased customer inquiries**
- **Strategic marketing and follow up efforts resulted in inquiries and contracts with several global MNCs and Fortune 100 companies**

About GMRWebTeam:

GMR Web Team, a full service Digital Marketing Agency, offers one-stop solutions for internet strategy, website marketing, website design, web maintenance and web applications. Our clients include established small & medium size businesses as well as well-funded startups.

[Internet Strategy](#) [Website Design/Redesign](#) [Responsive Website Design](#) [Web Marketing](#) [Website Maintenance](#)