

Project Outline - i4T Global Rollout

Brand Repositioning and Expanding Operations from Australia to the Global Market



FROM **AUSTRALIA**
TO A NEW LUCRATIVE
INTERNATIONAL
MARKET, **I4T GLOBAL**
IS EXPANDING ITS REACH

 i4T Global™

Introduction

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Company: i4T Global
Position Held: Global Marketing Manager

i4T Global is a frontrunner in the Property Management and Field Service Management sectors with a SaaS-based product ecosystem designed to protect, maintain, and enhance the value of assets.

Project Overview

Project Outline	Global Rollout (Repositioning the company & product portfolio and expanding operations from Australia to the global market)
Project Timeline	6 months (This includes the frontend development, product engineering, quality assurance and other technical deliverables)
Marketing Team Contributors	Marketing Director, Global Marketing Manager, Product Marketing Associate, Junior Content Writer, Creative Designer, and Web Developer
Marketing Efforts	90 days

Objectives of the Global Rollout

- To establish i4T Global's presence in the international market
- To adapt products and services to meet the needs of new markets
- To increase brand recognition and market share globally
- To build strategic partnerships to enhance market penetration

KPIs & Metrics for Success

- Market penetration rate
- Number of new partnerships and collaborations
- Increase in brand recognition and engagement
- Revenue growth from new markets

Strategy and Planning

I. Early-Stage Marketing Methodologies

1

Conducted extensive market research to gain insights into target audience, competition, and cultural nuances, laws and regulations in the regions planned to enter while identifying the opportunities, industry trends, and gaps in the market. This helped us to make informed decisions on how to adapt our business to the new market and avoid costly mistakes.

2

Developed a detailed strategic plan outlining our goals, target market, and how we plan to achieve success. This helped us to guide our decision-making process and ensure that all team members were aligned on the direction of the expansion.

3

Adapted our product or service to meet the needs and preferences of the different markets. This involved making changes to our product, marketing, and sales strategies.

4

Localized our brand by adapting our messaging, packaging, and product offerings to suit the cultural norms and preferences of each market. This included using local language and currency and considering local regulations and customs.

Strategy and Planning

II. Resource Management

1	As we required more resources to deliver a 360-degree solution, instead of internalizing all resources, we invested in Partnerships and Collaborations with complementary solution providers such as Google Cloud Platform, Stripe, Xero, MYOB, QuickBooks, MessageMedia, Urbanise, PropertyMe and ConsoleCloud to acquire the collective strength we required to go global.
2	Prioritized global expansion roadmap based on cost-benefit analysis (looked into markets where the incremental benefits outweighed the incremental costs of going global).

New Global Positioning

I. Refined Product Verticals

Refined our product verticals to cater to individual stakeholders in the service delivery value chain, instead of simply positioning it to our new global audience. For enhanced precision, we further categorized our product verticals into individual market segments comprised of our B2B, B2C, and B2B2C clients, with:

- Authorized Service Agents
- Field Service Suppliers, and
- Property Occupants



AUTHORISED SERVICE AGENTS

Offering transparency and compliance for **Authorised Service Agents** including real-estate, strata, facilities, hotels & retail management.



FIELD SERVICE SUPPLIERS

A revolutionary platform for **Fields Service Suppliers** to deliver end-to-end service excellence and customer experience.



PROPERTY OCCUPANTS

Putting **Property Occupants** right in the driving seat from initiating their service requests to monitoring progress.

	Before	After
Company Name	i4Tradies	i4T Global
Company Website	www.i4Tradies.com	www.i4TGlobal.com
Key Market	Trades & Services Software	Field Service Management (FSM)
Product Verticals for:		
- Authorised Service Agents (B2B)	i4T Property Manager	i4T Maintenance (Strata, Real Estate, FM)
- Field Service Suppliers (B2B/B2C)	i4T Business & i4T Employee	i4T Business (Lite, Standard & Pro)
- Property Occupants (B2C/B2B2C)	i4T Consumer, FMT, ERC	i4Tradies (Mobile App Web App SMS App)

New Global Positioning: High-level Changelog

I. Bringing everything under one roof with Brand Unification

Having identified our key platform, market segments, and all key stakeholders involved, we decided to bridge the gap that existed in the market, with our brand unification.

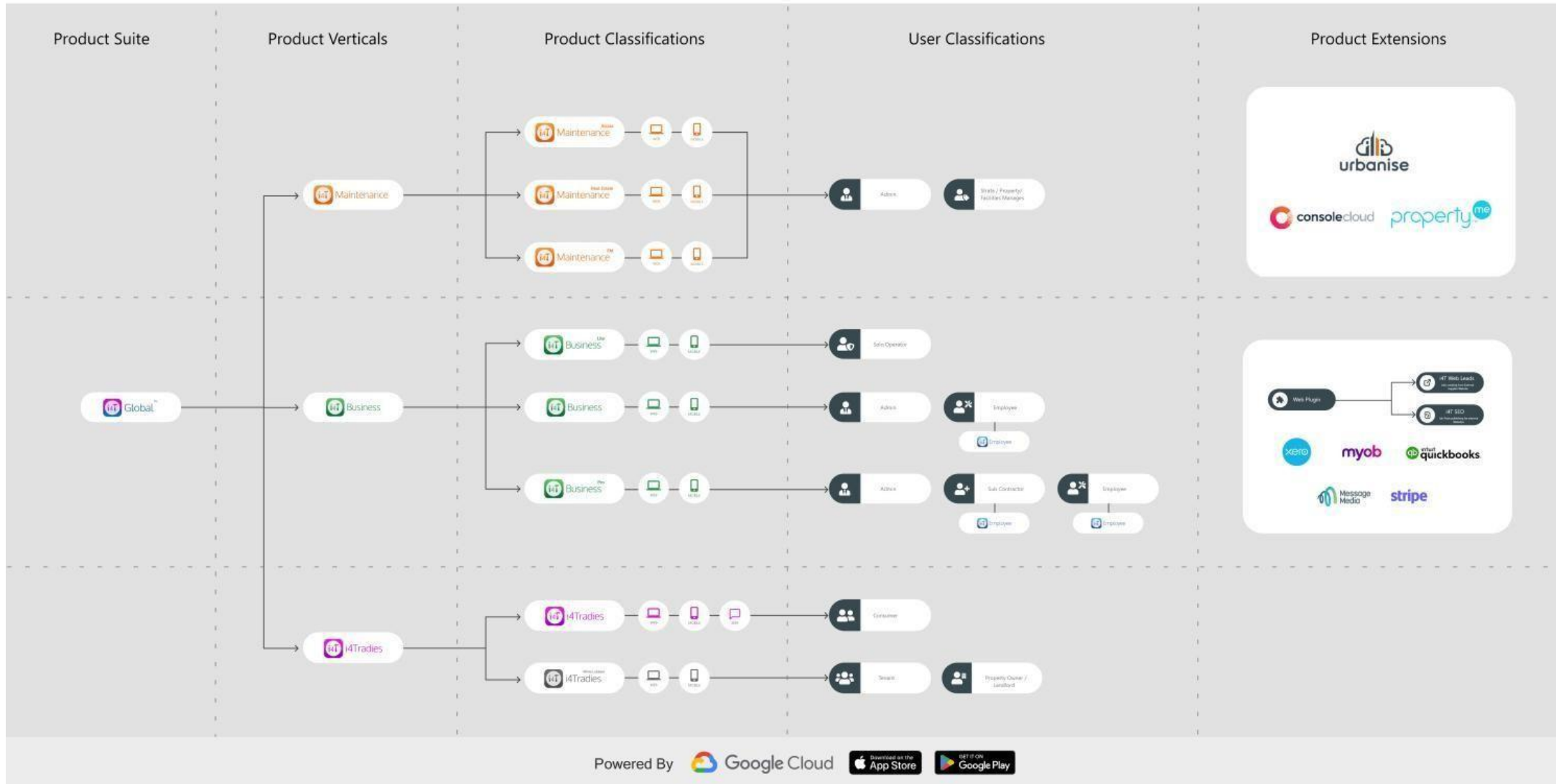
Created a highly integrated ecosystem instead of a siloed solution, to deliver a compelling end-to-end user experience. This was our **unique selling proposition!**

We accomplished this by dividing our global product suite into three major product verticals, which are as follows:

- **i4T Maintenance**
- **i4T Business, and**
- **i4Tradies**

These three verticals seamlessly connect Authorized Service Agents, Field Service Suppliers, and Property Occupants with a 360-degree approach that addresses the pain points of all three stakeholders and provides an end-to-end service experience.

i4T Global™ Product Ecosystem



i4T Global - FSM Product Ecosystem

Execution

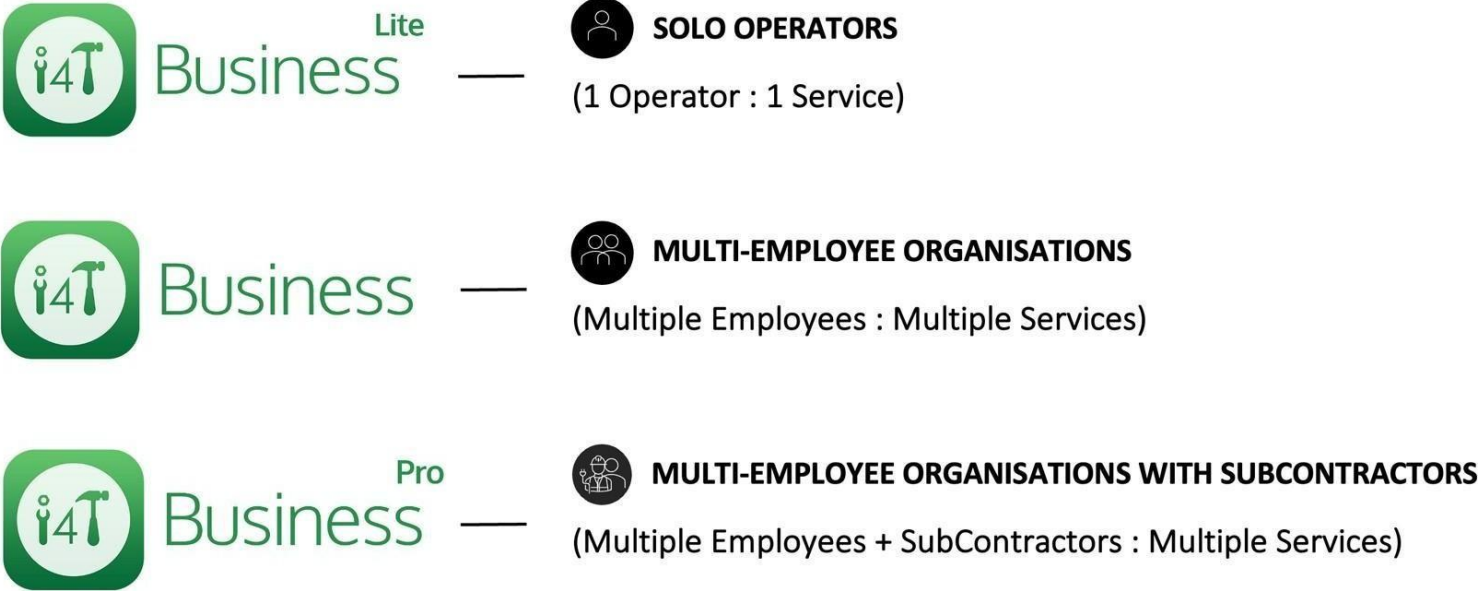
I. Implementation

Classified our Strategic B2B product vertical i4T Maintenance into 3, specializing in Strata, Real Estate & FM (Facilities Management) industries. Each product classification is offered with tailored features & functionalities specifically designed for their respective industries.



i4T Maintenance - Product Classifications

Further classified our FSM Supplier-specific B2B product vertical i4T Business into 3. This classification allows Field Service Suppliers to choose a solution based on the size and type of their business operation.

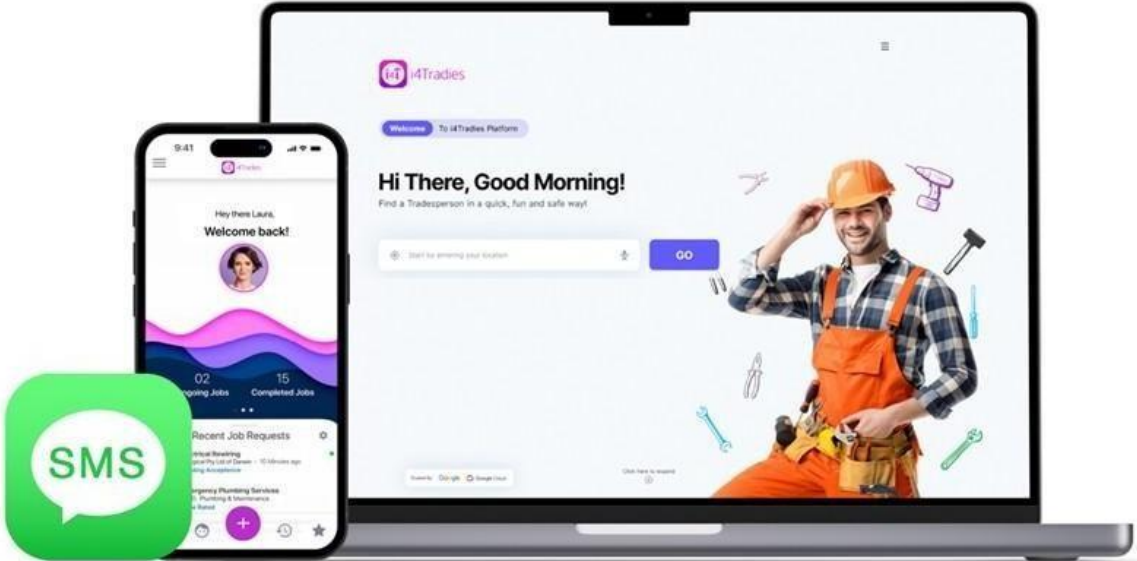


i4T Business - Product Classifications

Further, consolidated all consumer verticals (FindMyTradies website, i4T Consumer Mobile App, and i4T SMS - ERC Leads) into a singular B2C product vertical (i4Tradies - Mobile App | Web App | SMS App).



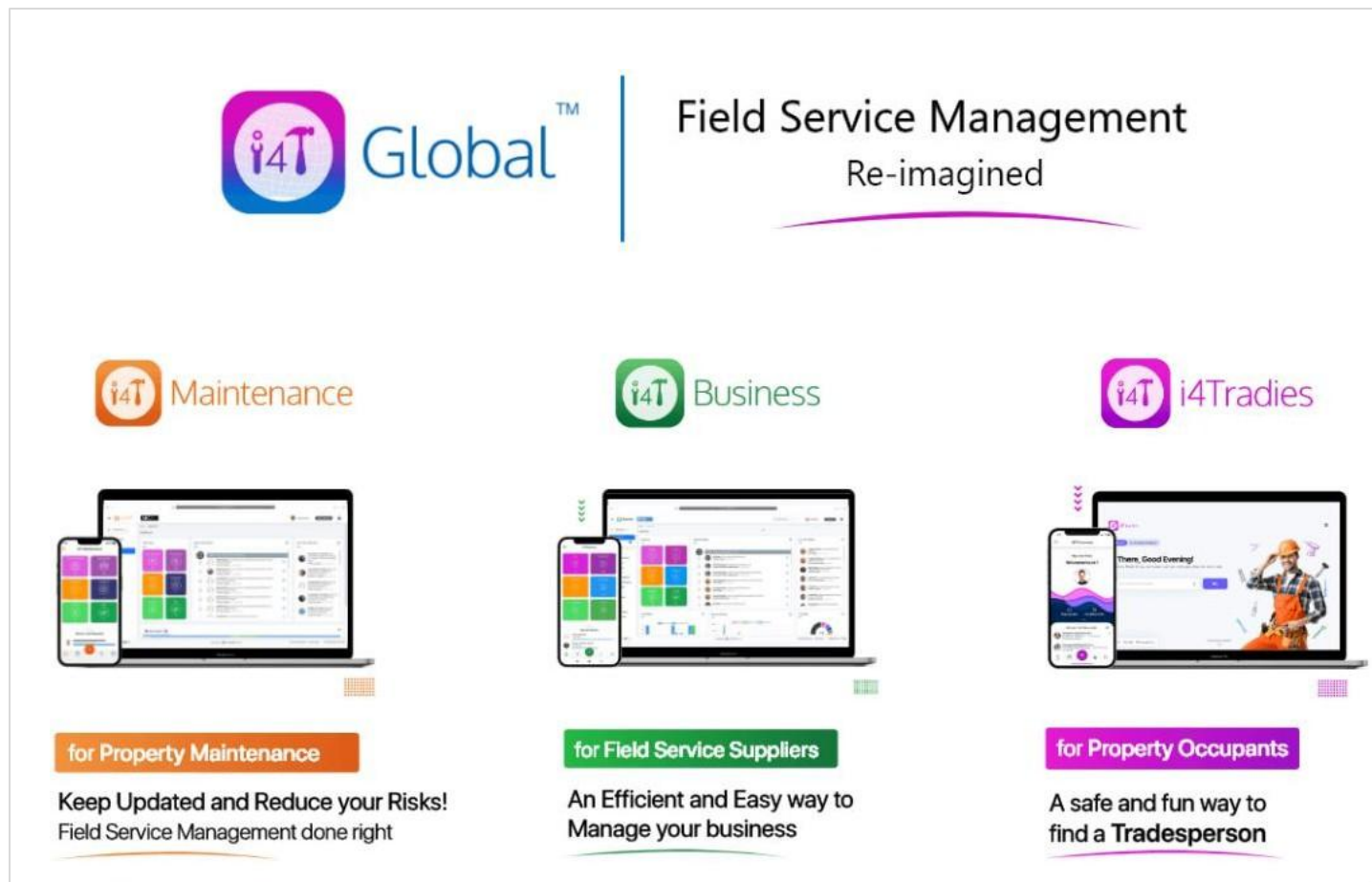
APP | WEB | SMS



i4Tradies - Singular B2C Product Vertical

Localised i4T Global Website

The i4T Global product suite is now localised with factors such as Location, Timezone, Country Code, Currency, Tax Structure, Map and Navigation, Phone Number Format, and a variety of other personalised experiences for the USA, UK, and Australian audiences.



The image displays the i4T Global product suite, titled "Field Service Management Re-imagined". It features three main components: i4T Maintenance, i4T Business, and i4T Tradies. Each component is represented by a logo, a mobile and laptop interface, and a target audience description.

i4T Global™ | Field Service Management
Re-imagined

i4T Maintenance
for Property Maintenance
Keep Updated and Reduce your Risks!
Field Service Management done right

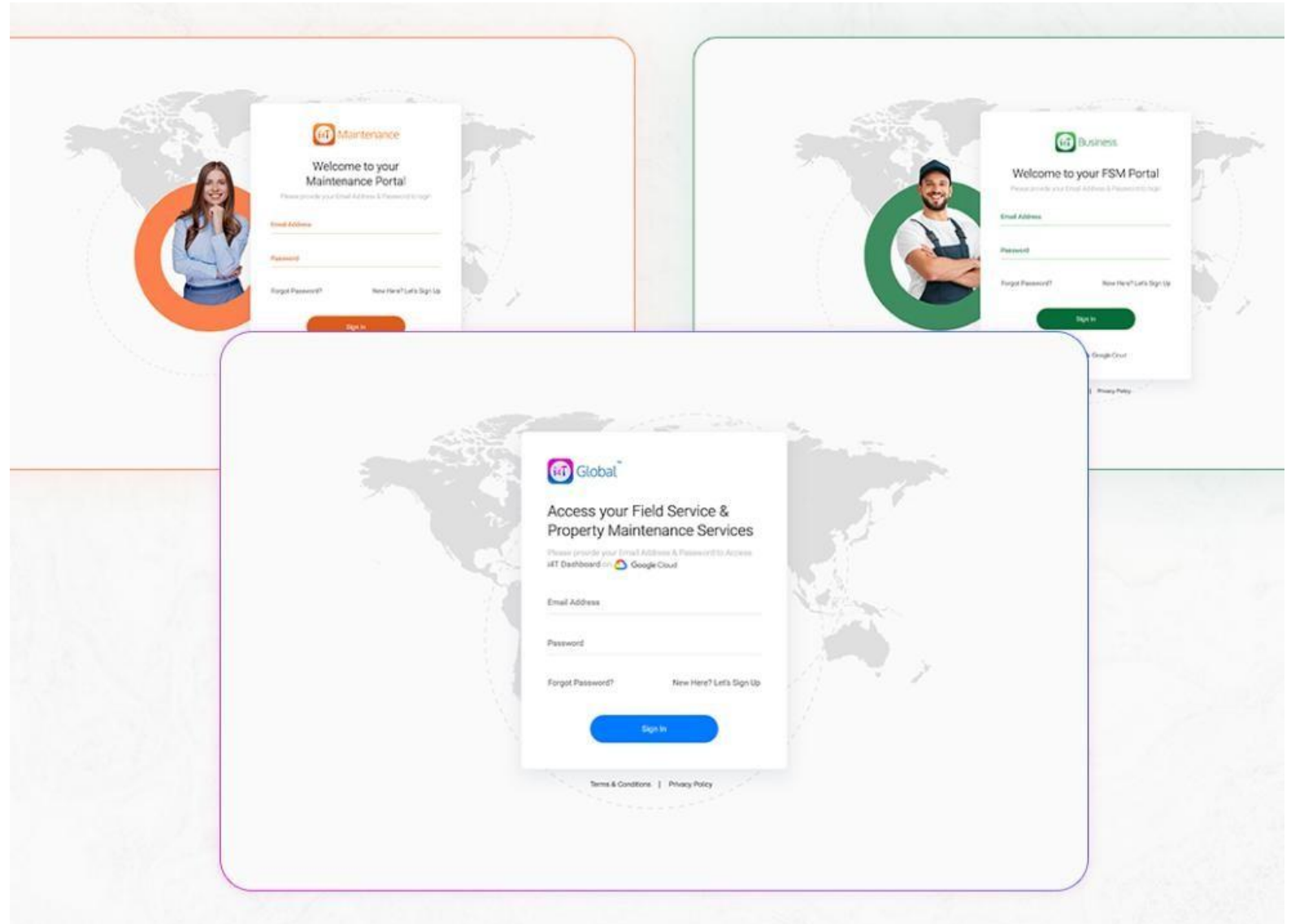
i4T Business
for Field Service Suppliers
An Efficient and Easy way to
Manage your business

i4T i4Tradies
for Property Occupants
A safe and fun way to
find a Tradesperson

Rebranded i4T Global Product Suite

Product Specific Login Pages

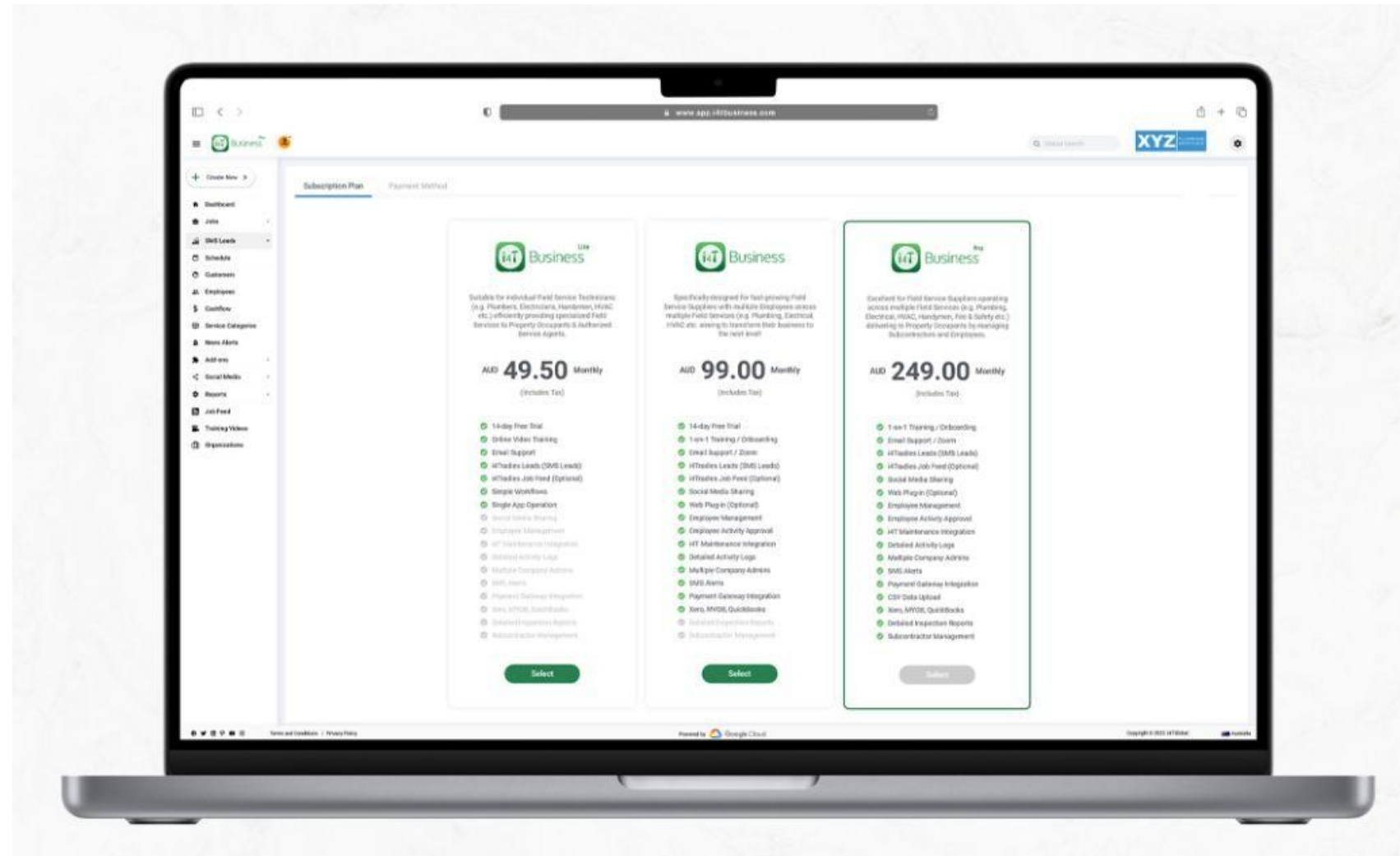
The revamped login structure allows the users to directly access all i4T Global Product Verticals with a single click. Each login page is highly versatile and configurable based on factors such as Location, Country Code, Currency, Tax Structures, and a variety of other Personalised Experiences.



Rebranded i4T Global Product Suite

Advanced Billing Module

With the revised billing module, users can easily find their billing information, subscription plans, payment methods, and stripe API integration for the preferred product.



Rebranded i4T Global Product Suite

GDPR Compliance

i4T Global uses website cookies to provide their users with a personalised web browsing experience, and optimal performance and to deliver relevant information specific to them by collecting data about the online behaviour and activities of their website users. For more information visit

<https://i4tglobal.com/cookie-policy/>



II. Compliance and Security

We also recognized the critical importance of maintaining the highest levels of information security and data protection. This included obtaining permits, licenses, and certifications, and complying with local tax and labor laws for global operations.

Certified our information security standards to [ISO 27001](#) and [GDPR compliance](#) serves as a testament to our unwavering commitment to ensuring the confidentiality, integrity, and availability of sensitive information across all regions and jurisdictions. By adhering to these internationally recognized standards, we were better equipped to identify and mitigate potential security risks, safeguard our client's data, and enhance our credibility as a trusted partner in the global marketplace.

III. Incorporating Advanced Technologies

Utilized cutting-edge technologies such as AI, ML, IoT, Blockchain, AR, and VR to our methodical approach to inclusivity and sustainability for product enhancement.

To incorporate these evolving technologies into our ecosystem, we took the following steps to make i4T Global a profit-for-purpose organization.

1. Defined Theory of Change (TOC) for impact and sustainability
2. Designed Data Collection Mechanisms to be per the defined TOC
3. Implemented Impact Measurement Metrics based on the [United Nations 17 SDGs](#)
4. Conducted Periodic Evaluation of Impact for continuous improvement

Results and Impact

I. Outcomes

- Transformed a mere trades-hailing app into a holistic Field Service Management (FSM) Ecosystem.
- Expanded operations from Australia to London, Geneva, and New York within 6 months on the global rollout project.
- Made \$1,000 a client to a multi-million-dollar global company.
- Established strategic partnerships and collaborations with Google Cloud Platform, Stripe, Xero, MYOB, and QuickBooks.
- Increased brand recognition and engagement in new markets.

II. Challenges Faced

- **Learning Regional Regulations and Cultural Differences:**

Understanding and complying with different laws, regulations, and cultural norms across various regions posed significant challenges. Each market required a tailored approach to ensure legal and cultural appropriateness.

- **Managing Resource Allocation and Partnerships:**

Effectively coordinating and allocating resources while managing partnerships with complementary solution providers required meticulous planning and execution. Ensuring all partners were aligned and collaborating efficiently was crucial for success.

- **Ensuring Consistent Brand Messaging:**

Maintaining a consistent and coherent brand message across diverse markets was challenging. Localization efforts had to balance cultural relevance with the core brand identity to resonate with the new global audience.

Key Accomplishments in Performance Marketing

1	Improved Brand Visibility Through Strategic Social Media Campaigns	<ul style="list-style-type: none">• Successfully enhanced brand visibility by crafting and executing strategic social media campaigns across various platforms.• Involved in end-to-end campaign management, including content creation, audience engagement, and analytics monitoring.• Achieved 70% in social media engagement and 45% growth in brand reach within 8 months.
2	Executed and Optimized High-Impact Google Ads Campaigns	<ul style="list-style-type: none">• Demonstrated proficiency in planning, executing, and optimizing Google Ads campaigns, including search, display, and video ads.• Actively monitored key metrics such as ad spend, click-through rates, and conversion rates, resulting in consistent optimization of ad performance.• Contributed to conversion rates and a 70% decrease in cost per acquisition through meticulous campaign management.
3	Enhanced Website Visibility and User Experience Through SEO	<ul style="list-style-type: none">• Improving website visibility and user experience by developing SEO-optimized content for the company website and blog.• Conducted comprehensive keyword research, integrating relevant keywords into content and implementing on-page SEO best practices.• Led to a 60% increase in organic search traffic and higher search engine rankings for targeted keywords.

Key Accomplishments in Performance Marketing

4	Improved Brand Visibility Through Strategic Social Media Campaigns	<ul style="list-style-type: none">• Spearheaded the development and distribution of impactful press releases and newsletters, enhancing the company's communication outreach.• Crafted in-depth customer and stakeholder case studies that proved instrumental in driving business development and strengthening customer relationships.• Garnered positive feedback from clients and stakeholders, leading to an 80% growth in client retention and 100% customer satisfaction.
5	Executed and Optimized High-Impact Google Ads Campaigns	<ul style="list-style-type: none">• Elevated mobile app visibility, ranking, and downloads by creating and optimizing compelling App Store content.• Regularly updated app descriptions, graphic sliders, and features based on user feedback and market trends, leading to a 40% rise in app downloads.• Contributed significantly to the app's overall success, achieving an 80% increase in user engagement and positive reviews.
6	Enhanced Website Visibility and User Experience Through SEO	<ul style="list-style-type: none">• Successfully expanded the customer base by identifying and implementing innovative lead-generation strategies.• Played a pivotal role in boosting overall sales revenue by implementing data-driven lead-generation tactics.