



EMA Softech Case Study

Plano, Texas USA

Company Background

Founded in 1987, Empirical Modeling and Analytics, Inc. is a wealth-management research and software technology firm located in Plano, Texas. The company founder, Dr. James B. MacBeth, PhD. was an associate of Dr. Eugene F. Fama, PhD. at the University of Chicago's Booth School of Business during the late 1970's and jointly worked on financial economics and capital markets research while publishing several research papers together.

The company was founded as a consultative research and production resource for investment advisors, plan sponsors, fiduciaries, and JP Morgan Chase, a 200 year-old global custodial bank. The firm has been supporting high-net-worth and institutional advisors, as well as investment committees of pension plans, trust funds and endowments. The firm also provides returns-based style analysis (risk profiling and attribution) and asset allocation software solutions on a worldwide basis to large financial institutions, Registered Investment Advisory (RIA) firms and trust departments of large and mid-sized banks.

The firm has developed a suite of financial software applications and tools that are utilized in providing consulting services that analyze and model investment portfolios and risk adjusted manager performance. The firm's research and development team includes PhD's in statistics and research and MBA's with substantial project supervisory or management experience. All consulting services, programming and technical support is based in Plano, Texas.

The Challenge

During the recent worldwide financial market downturn, the firm saw a reduction of funded consulting projects by its biggest customers. As a result management decided to expand its business by commercializing some of its proprietary software technology and service a broader investment advisor market. Management realized that to survive and grow it needed more customers for the products and services that it could offer. Unfortunately, the firm had relied on a small customer base of large accounts for many years and did not have a marketing or sales organization to organize and start this new product commercialization project.

Enter EstablishUS

EstablishUS entered into a consulting arrangement with Empirical Modeling and Analytics initially to analyze the market opportunity for several proposed products. Each product study took approximately 30 days to complete and a detailed market analysis was provided to management that outlined the size of the market for each product, competition, market channels, and suggested licensing and pricing models along with initial revenue projections.



It became clear that if the firm wanted to proceed to a commercialization of their technology there were several infrastructure changes that needed to be made. EstablishUS was then contracted to do the following:

- 1) Rename the company to build a new brand around by creating a new company names as a DBA (doing business as) filing with the state. Empirical Modeling and Analytics was retained as the corporate name and the operating business would be renamed EMA Softech.
- 2) Name the products to be commercialized
- 3) Position each product in the market place and identify the target customers
- 4) Build a new website to properly position the company, provide background and history of the company and a listing of current customers for credibility with potential customers and utilize the website to conduct an online subscription service (SaaS offering) for the new products.
- 5) Create new marketing and sales materials including data sheets, white papers, FAQs, product comparisons, and other informational material on the company and products.
- 6) Work with product development team to create a roadmap of needed features to round out the competitiveness of each product.
- 7) Prepare a launch plan for two new products including PR releases; LinkedIn group discussions
- 8) Select a PR firm and coordinate releases and work with editors to get articles about the company and its products published.
- 9) Start a company blog and identify frequent contributors (Bloggers)
- 10) Set up a working CRM system in preparation of training a sales team.
- 11) Find a targeted mailing list to start the sales activity; including names, titles, company names, addresses, telephone numbers and email addresses.
- 12) Create new trade show booth graphics and exhibit at an industry trade conference to expose the company to its target audience and secure leads for the sales team to pursue.

All of the above was accomplished in under one year. Once the initial products were launched the company set up an internal sales team to execute on the sales side of the business.