

**OMN*i*COMM**  
FUEL MONITORING FOR  
TELEMATICS SOLUTIONS

**CAST Engineering Ltd.**  
Communication Aviation and System Technology Engineering Ltd.  
...Power is nothing without control

# TWO BIRDS AND ONE STONE:

INCREASE YOUR SALES  
BY SUPPORTING  
YOUR PARTNER

**15** transportation  
companies  
in Bulgaria

**1500** sensors sold and  
are to be installed  
by Cast Engineering

Managing business partner relations is a business project in its own way. Nurture, develop and invest – and you'll be rewarded with success. Neglect and exploit – and, chances are, you will soon be looking for a new partner. Omnicomm enjoys working with an extensive network of partner companies that distribute and represent its products and solutions worldwide and has a strong belief that it is possible to take part in partners' success by investing time and other resources in order to retain existing customers' loyalty and attract new ones.

One of the world's leading telematics and fleet management solution providers, Omnicomm does not procure to its customers directly but distributes its products and solutions internationally via a network of reliable partners. Thus, Omnicomm's success is linked directly to its partners' commercial accomplishments, and the ultimate way to act here is to support and educate partner companies in the best way possible. That is why the Omnicomm places such a big emphasis on its partner programme when it comes to building and maintaining business ties with other companies. Years of experience in the industry have helped the company design a comprehensive range of methods to ensure it provides maximum possible support to its partners, assisting their sales growth. And partner events, as it turns out, are one of the company's favourites in its toolkit of success.

## PARTNER PARTY FOR 15: POWERED BY OMNICOMM AND CAST ENGINEERING LTD.

On March 14, 2017 Omnicomm held a business breakfast turning seamlessly into 5 o'clock teatime in one of the Grand Hotel Sofia's conference halls – Sofia, Bulgaria. It was a joint venture with Cast Engineering Ltd., a communications, systems technology and telematics business and Omnicomm's exclusive distributor in Bulgaria.

The main goal was to communicate the advantages of fleet management to fleet owners and argue the company's case in response to potential customers' doubts or concerns. With 15 representatives of the largest national transportation companies invited and present, the event kicked off at 9 a.m. with welcome coffee and tea and brief introductions.

Solution portfolios by Omnicomm and Cast Engineering Ltd. were presented in detail by the companies' speakers, followed up by a success story from one of the well-known Bulgarian customers. With lunch and more demos, as well as an extensive Q&A session and some wine and snacks to further fuel the networking towards the end of the day, every participant had plenty of opportunities to obtain and share experience, discuss trends and opportunities, or question technologies and ask for advice.

Both hosts and guests became fully absorbed in the process, going through the customers' business specifics in detail and exploring the key principles of Omnicomm fleet management





solutions. Real-life cases and practical features were presented, and individual solutions were drafted right onsite for the interested partners, taking into account their fleet sizes, vehicle or locomotive specs, and company resources, such as employee numbers or budgets.

## LOVE THY PARTNER

Organizing a partner event of this kind – with both the hardware manufacturer and the software provider involved – delivers a powerful message. To begin with, it is, of course, a great means for the businesses to express mutual support for one another. On the one hand, it communicates the sharing of responsibilities between the hardware and software providers, minimizing the associated reputational risks. On the other hand, it is a clear message about what both companies can do best to work together and build common solutions that are reliable and customer-oriented. Overall, each of the partners is free to concentrate on their own lines of business, promoting their own product and using the partner's product as a complement, but, nevertheless, boosting the other partner business, too.

Dmitry Ilyin, the Omnicomm regional sales manager for Eastern and Western Europe, believes that supporting partners is one of the paramount actions for the company. *"We aim to process all the feedback that we receive in order to constantly upgrade our products and solutions," says Dmitry. "But this is just a tip of the iceberg. Our company has designed a partner support programme that involves sales training, experience exchange across partners from all over the world, production of informational, educational and marketing materials, and, last but not least, lead generation. With the lead generation programme, we do not limit ourselves to advertising activities only; we host regular seminars and client days with our partners. Omnicomm has been in the fuel management market for nearly 20 years, and our experience helps turn event attendees into happy customers who finally get full control of their business."*



**Dmitri Ilyin**  
Omnicomm Regional  
Sales Manager, Eastern  
and Western Europe

## HARVESTING THE SEEDS OF SUPPORT

The Grand Hotel Sofia event ended with 3 new deals signed right onsite and 4 more following up in the next couple of weeks. An estimated 1,000 fuel level sensors were installed shortly afterwards, with a total of 1,500 sensors ready for installation across the 7 new customers of Cast Engineering Ltd. and Omnicomm. Moreover, a number of projects are currently being drafted and are expected to translate directly into sales soon.

Daniel Kitin, the CEO at Cast Engineering Ltd., is positive about this experience as well. *"We've been partners with Omnicomm for over 10 years. We highly value the support available from them, as well as the joint promotion efforts. It is much easier for both parties to organise the event and share the financial expenses associated with it when you split the effort," comments Daniel. "But the most important thing is knowing you can trust the technology and the product and the fact that you've got your partner's back when it comes to dealing with our over-demanding clients. Events like this help us increase awareness of our brand in Bulgaria, stay in direct touch with clients, understand their concerns and needs better, and communicate all the benefits our services deliver. We're extremely happy with the event results, and we're planning the next one already!"*



**Daniel Kitin**  
Founder and CEO of  
CAST Engineering Ltd.  
10 years of experience  
in telematics

Omnicomm's global partner network acts as a guarantee that any emerging demands or needs of the customers are met and fulfilled appropriately. The company trusts its partners, and it has no doubt that their efforts help save more and more fuel worldwide, producing millions of dollars of savings that can be ploughed back into business in many useful ways, as well as reducing CO2 emissions across many different industries and continents. Omnicomm's goal is to ensure that customers have no fuel-related issues affecting their operations, thus helping them achieve competitive strengths in the rapidly growing complexity of the global economy..



SOLUTION