

Case in Point: Changing the Conversation

Parsec: Manufacturing Is Complex – the Software Managing it Shouldn't Be

The KISS principle. Occam's Razor. These two schools of thought were top of mind when manufacturing software developer Parsec embarked on a mission to simplify manufacturing operations. Having spent more than three decades delivering solutions in this space, Parsec was very aware of what manufacturers needed to thrive. However, the traditional manufacturing execution system (MES) solutions popularly in use had proven to be costly and complicated to manage. A new approach was needed. Parsec seized the opportunity to do what others were not...develop a simple yet highly effective software solution for the manufacturing industry.

PARSECTM

Enter TrakSYS – Parsec's unified software platform designed to simplify manufacturing operations in a variety of industries (pharmaceutical, packaged goods, food and beverage, automotive, and more). Now that Parsec had the technical answer to the industry's problems, they needed a way to communicate the sea-change that they were trying to create. They were taking on a whole new voice as a company, one that truly reflected the simple, straightforward way that they discussed their solutions. Lages stood ready to affect this change. Focused on evolving Parsec's marketing message and approach, Lages brought a wide array of strategies and perception-shaping tools to the communications table.

The challenge facing Parsec was two-fold: to educate the market about the benefits that a simple, modular software solution brings – and to let the world know that TrakSYS was the product that best delivers upon that promise. While TrakSYS had existed for several years, the solution had largely flown under the radar – until now.

When Parsec was ready to roll out a major upgrade to the already proven TrakSYS platform, they knew that the timing was right to make a splash. The platform now contained the most advanced software available, but awareness was still low. Parsec turned to Lages to help not only evangelize the new TrakSYS10, but to carry forth its mantra of 'manufacturing is complex – your software shouldn't be.'



The Program

One of the fundamental strategy elements was the goal to change the conversation from centering on overly complex software approaches to a simplified yet highly effective approach. Lages embraced this goal by creating a new voice that was unique to Parsec and a true reflection of the company culture: keeping solution discussions simple and straightforward.

Parsec relied on Lages to help it more clearly define and promote TrakSYS 10 as a 'platform' with many 'solutions,' rather than an undifferentiated mass of software. This refinement was an important step in the evolution of their marketing message and approach.

With messaging established, the PR program kicked off with a focused effort surrounding Parsec's most important tradeshow of the year, PACK EXPO. During PACK EXPO, Parsec rolled out a new version of TrakSYS and Lages initiated an outreach program to secure coverage and lay the foundation for strategic media and analyst relationships. In-person media briefings were set, top-tier industry analysts were briefed, and numerous outlets covered TrakSYS. Change was definitely in the air.



During the next big push, Lages embraced the strategy of a media blitz, which included a continuous stream of outreach to targeted publications. This blitz served as a springboard to position Parsec as a true innovator in the manufacturing software space. Through media interviews, contributed articles and executive Q&As, Parsec was given many avenues to educate the industry – and to tout its simple vs. complex approach. Parsec's unique voice was being heard.



The Results

Simply put: a change in perception. In just eight months, Lages helped put TrakSYS on the map and positioned Parsec as a thought leader in the manufacturing management arena. Articles appeared in a range of media outlets – from tech, manufacturing, software and vertical publications. In addition to product coverage, feature articles were written that achieved the goal of educating the industry about the power and benefits of modular software solutions and why simple is best in most cases. A new normal was emerging.

All the media buzz generated from the PR campaign resulted in an 87% year-over-year increase in visits to Parsec's website.

In Their Own Words

"TrakSYS gathers critical operations data from machines and people, and delivers insights to help operations run more productively, safely and profitably." – *Packaging World*

"In addressing the needs of existing plants, Parsec has created a system that can be modified to address specific needs without requiring original programming. The system is smart inside and requires less knowledge from its users." – *Design News*

"The new Parsec TrakSYS OEE Performance Management solution puts real-time OEE data at manufacturers' fingertips, helping to improve factory operational efficiencies." – *Manufacturing Engineering*

"Lages multiplied the effectiveness of our outreach efforts. They packaged the story of our product in ways that appealed to audiences in various roles and industries, and garnered us attention far beyond what we could have achieved with paid promotion alone."

– *Greg Newman, Vice President of Marketing, Parsec*

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15635 Alton Parkway
Suite 125
Irvine, CA 92618
P: 949-453-8080
E: pr@lages.com
www.lages.com