

## Memex case study



Memex is a leading intelligence management software solutions provider, supporting organisations all over the world in areas such as criminal intelligence, national security, brand protection, anti-piracy and fraud.

### Ogam copywriting skills give Memex an added edge

Established in 1988, Memex is a global organisation with regional headquarters in Scotland, UK, and Virginia, USA. This leading intelligence management software solutions provider has gone from strength to strength since David Carrick took over as Managing Director in 1998, and Memex solutions now support organisations all over the world in areas such as criminal intelligence, national security, brand protection, anti-piracy and fraud.

#### Memex marketing team is stretched to the limit

When Memex approached Ogam Insight in July 2006, recommended by a business networking contact, it already had a professional marketing team in place, efficient processes, and a well-designed marketing strategy. An ambitious plan to move into the commercial fraud sector, however, meant that at times Memex needed more marketing resources than it had in-house. Not wanting to invest long-term in additional marketing capacity, the obvious answer was to bring in additional resources short-term to work alongside the existing Memex marketing team.

Memex already had a professional marketing team in place, efficient processes, and a well-designed marketing strategy.

An ambitious plan to move into the commercial fraud sector, however, meant that Memex needed more marketing resources. Ogam Insight was approached to work alongside the existing team in July 2006.

### Memex tests Ogam's copywriting skills

As a strong product marketing organisation, Memex's biggest marketing need was for copywriting across a range of media and tools – from flyers, product sheets and case studies to awards' text and web content. So Memex commissioned Ogam to produce a lead generation flyer, which was received very favourably internally within Memex and helped them to generate qualified sales leads. Ogam also produced a case study on their work with the Horseracing Regulatory Authority specifically for Fraud Intelligence magazine, which was published in four additional publications.

### Ogam copywriting assists Memex with award entries

Memex then decided to enter several business awards, as part of a proactive PR strategy. Once again the marketing team called upon Ogam's impressive copywriting skills, and the company's knowledge of business and media issues, resulting in a runner up place in the "International Excellence" section of the 2006 Scottish Software Awards, and a third place for CEO David Carrick in the coveted Ernst & Young "Entrepreneur of the Year" award in May 2007.

### Ogam manages Memex Series VI web site relaunch to tight deadline

In Spring 2007 the Memex Series VI product launch was in full swing, requiring a new brand identity, new marketing messages, and updated printed and online marketing tools. With a large amount of work to complete in short space of time, Memex once again turned to Ogam, tasking its consultants with updating the content, and redesigning the navigation, for both UK and US websites, which Ogam project-managed and delivered to a very tight deadline.

### Memex appoints Ogam to do all its copywriting

Such was the ability of Ogam to get its head around Memex's business, and to deliver a first-class copywriting service, that Memex decided to contract the consultants on a monthly retainer basis. Since then, the partnership has gone from strength to strength, with Ogam currently helping Memex to produce a new series of technical product sheets to be used as sales tools. As Memex CEO David Carrick sums up: "Ogam Insight produce compelling copy to tight deadlines, complement our existing marketing team perfectly, and give us an added edge."

Memex's biggest marketing need was for copywriting across a range of media and tools.

Such was the ability of Ogam Insight to get its head around Memex's business, and to deliver a first-class copywriting service, that Memex decided to contract the consultants on a monthly retainer basis.

**"Ogam Insight produce compelling copy to tight deadlines, complement our existing marketing team perfectly, and give us an added edge."**

David Carrick, CEO, Memex

### For further information please contact

#### Ogam Insight Ltd

P.O. Box 23854, Edinburgh EH6 6XS t 0845 291 3221 e info@ogaminsight.com w www.ogaminsight.com

#### Memex Technology Ltd

2 Redwood Court, Peel Park, East Kilbride G74 5PF, Scotland t +44 (0)1355 233804 w www.memex.co.uk