

Gemalto

Uniting a Newly Formed Company After a Change of Strategy



Their customer-facing staff therefore needed to communicate differently to clients and prospects.

Development and Solution

To succeed in the market place, Gemalto needed to offer its customers a clear 'plus' over the competition, yet also to ensure that this 'plus' was articulated in a way that inspired and engaged customers.

Gemalto was already experiencing success through its communication, branding, and numerous sales and marketing conversations around the world. Yet, when faced with multiple decision making units, parts of its proposition sometimes got lost.

After extensive consultation with the management at Gemalto, a one-day highly interactive Customer Specific Solution was developed to support everyone in sales and marketing who regularly interacts with customers. This workshop helps 'manage the conversation', and ensures that 'the Gemalto story' is retold correctly and consistently in the marketplace. It enables Gemalto people to deliver:

- A short but engaging 'elevator' message – to capture the prospect's attention
- Informal (e.g. at lunch or dinner) 'stories' – to engage the customer and make him/her remember the key sales and/or marketing points
- A more formal presentation about Gemalto – to put the customer in a position where he/she can accurately recount parts of the conversation to his/her colleagues.

The solution takes people through the process of having a memorable and engaging conversation that leaves a lasting impression with the client about what Gemalto does, and what their digital security vision stands

Gemalto is the result of the merger, in mid-2006, of the two companies Gemplus and Axalto. It provides digital security solutions to mobile phone operators, governments, banks and enterprises. At the front-end of the solution are secure personal devices including smart cards¹, SIMs², tokens³ and e-passports⁴.

The two companies that formed Gemalto were strongly attached to the Smart Card device. However, the merger brought a new company strategy based around selling digital security solutions - not just secure devices, but also the software and services. Gemalto wanted to ensure that their employees talked about this company strategy and solutions in the right way. To do this, they needed to go to market with a new and stronger brand message. They called in MCE to help.

The Challenge

In the wake of the merger of the two companies Gemplus and Axalto, Gemalto's employees were still focused on talking about traditional products. Not only this, but the new company was left with two groups of sales people who spoke 'a different language'. The new organization, however, had ambitious plans to expand into new markets, with higher value solutions and a new set of competitors.

¹ A credit card-sized device with integrated circuits which can process information.

² Subscriber identity module - the smart card that is included in the GSM family of mobile phones.

³ Small authentication devices for securely logging on to computers and on-line services.

⁴ Electronic passport - a travel document that contains an integrated circuit chip.

“It gives me the ability to put into words what we are now doing as Gemalto.”

Marketing Manager, Financial Services, Europe.

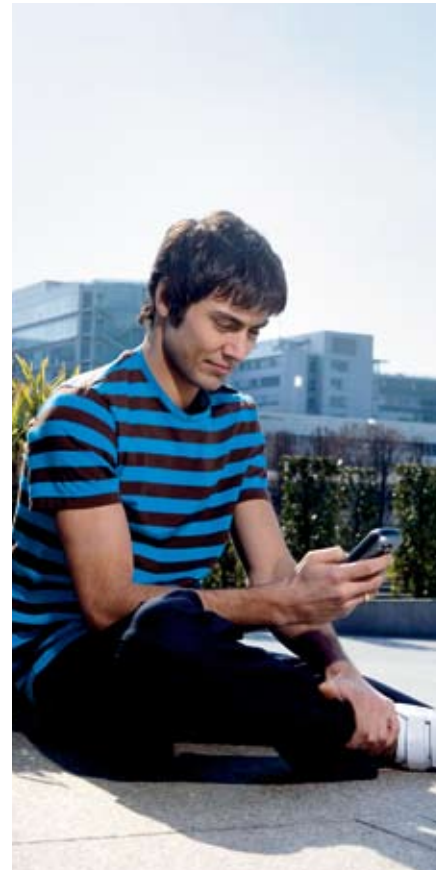
for. It clarifies and enhances the customer’s impression of the company, using insights from the field of storytelling, neuromarketing and the way people remember sales arguments.

To support this, a Gemalto memory aid/leaflet has also been developed to hand out to clients after the conversation.

Results and Benefits

There has been a global roll-out of this workshop – including the Americas, Asia and Europe. Approximately 600 employees of Gemalto have so far taken part.

The solution has been a huge success – and the sales and marketing people can now talk ‘the Gemalto way’. What’s more, this has given them a renewed sense of purpose, pride and passion about the company that they work for.



Gemalto - The world leader in digital security

In a world where the digital revolution is increasingly transforming our lives, Gemalto’s solutions are designed to make personal digital interactions more convenient, secure and enjoyable.

Gemalto provides end-to-end digital security solutions, from the development of software applications through design and production of secure personal devices such as smart cards, SIMs, e-passports, and tokens to the deployment of managed services for its customers.

More than a billion people worldwide use the company’s products and services for telecommunications, financial services, e-government, identity management, multimedia content, digital rights management, IT security, mass

transit (mass transportation available to the public) and many other applications.

As the use of Gemalto’s software and secure devices increases with the number of people interacting in the digital and wireless world, the company is poised to thrive over the coming years. Gemalto is the leader in digital security with 2007 annual revenues of over €1.6 billion, more than 85 offices in 40 countries and about 10,000 employees including 1,300 research and development engineers. Gemalto was formed in June 2006 by the combination of Axalto and Gemplus.

For more information please visit www.gemalto.com.

How MCE can help you...

...Customer Specific Solutions for your company

Communicating your new strategy to the people who will implement it is a very tough job. MCE can help by developing the strategic communication skills of your managers and leaders in the context of your strategy and your company. Contact us for detailed information on how we can help you communicate your strategy more convincingly and effectively.

Contact our Director of Customer Specific Solutions, Patrick Faniel, and let us show you how we can put together and roll out a programme that answers your specific needs.

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