CASE STUDY

Building a foundation for market entry through research and brand positioning

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Revolutionizing risk management with AI-powered insights

Detect Technologies is an India-based industrial AI company that provides software as a service (SaaS) to help industries increase productivity and ensure the security of their people and assets. The software helps protect industrial pipeline networks, towers and architectures; manage risk across the oil and gas industry; and ensure a safe workplace in construction, logistics and other sectors. Detect Technologies' solution provides real-time intelligence to bridge the gap between incident presence and prevention, enabling their clients to anticipate and mitigate hazards and redefine risk management approaches.

These risk intelligence products leverage AI-powered applications and visual data to detect abnormal activity. Using AI, computer vision, cloud computing, advanced robotics and Industrial Internet of Things (IIoT) sensors, the software identifies and analyzes activity for safety risks or compliance violations and sends a real-time notification to a designated party. Detect Technologies offers the most comprehensive risk identification capabilities available on the market.

Breaking into the U.S. industrial market

Detect Technologies experienced immense success in Southeastern Europe, the Middle East, India and Africa, positioning their solution as the leading intelligence platform across the energy, oil and gas, and chemical industries, as well as steel, construction, manufacturing and other sectors. Its leadership was supported by strategic contracts with four of the six major international oil and gas companies — Shell, ExxonMobil, Chevron and Phillips 66. With their extensive industrial experience, the company had accumulated five years of industrial data that could be leveraged to train its AI-powered applications, more than any other risk intelligence company.

Detect Technologies sought Elevation's expertise to penetrate the U.S. industrial market. It aimed to build awareness of the Detect brand and establish the company as a U.S. AI-risk intelligence brand. Supporting this entry would require a solid marketing foundation. In addition, they required Elevation's know-how to achieve ambitious goals to secure 60 sales-qualified leads (SQLs) within six months, become a U.S. market leader within two years and attain global leadership within four years.

A significant hurdle in meeting Detect Technologies' objectives was establishing credibility for an India-based company with no brand exposure in the United States.

This credibility would be vital, particularly for an AI-driven solution that integrates with on-site cameras to monitor workforces, systems, architectures and processes. Such surveillance could be perceived as invasive. Furthermore, the possibility of processing or storing data overseas might cause security, compliance and legal challenges. Skepticism could hinder acceptance of Detect Technologies' risk intelligence solution and complicate the company's efforts to position itself as a trusted market leader.

Building awareness and credibility through a data-driven approach

Developing a thorough understanding of the market, particularly as it pertained to risk intelligence solutions in the industrial space, demanded a data-driven approach that included research and discovery, positioning and strategic planning. This approach would empower Detect Technologies to effectively introduce the brand and build trust in an unfamiliar market.

The goals of the research and discovery were to:

Analyze and optimize Detect Technologies' current messaging and positioning for the U.S. market

Gain multidimensional insights into brand perception within the industry across internal and external constituencies

Understand how U.S. competitors position their brands and messaging across their websites and other channels

Evaluation

Looking at Detect Technologies and four of its competitors, **Elevation conducted a competitive messaging analysis comparing the companies' brand positioning, messaging and value propositions.** Initial research also included an SEO audit and a content audit to uncover Detect Technologies' strengths and opportunities, understand the U.S. landscape for risk intelligence solutions in the industrial space, and determine common themes across relevant online and sales assets.
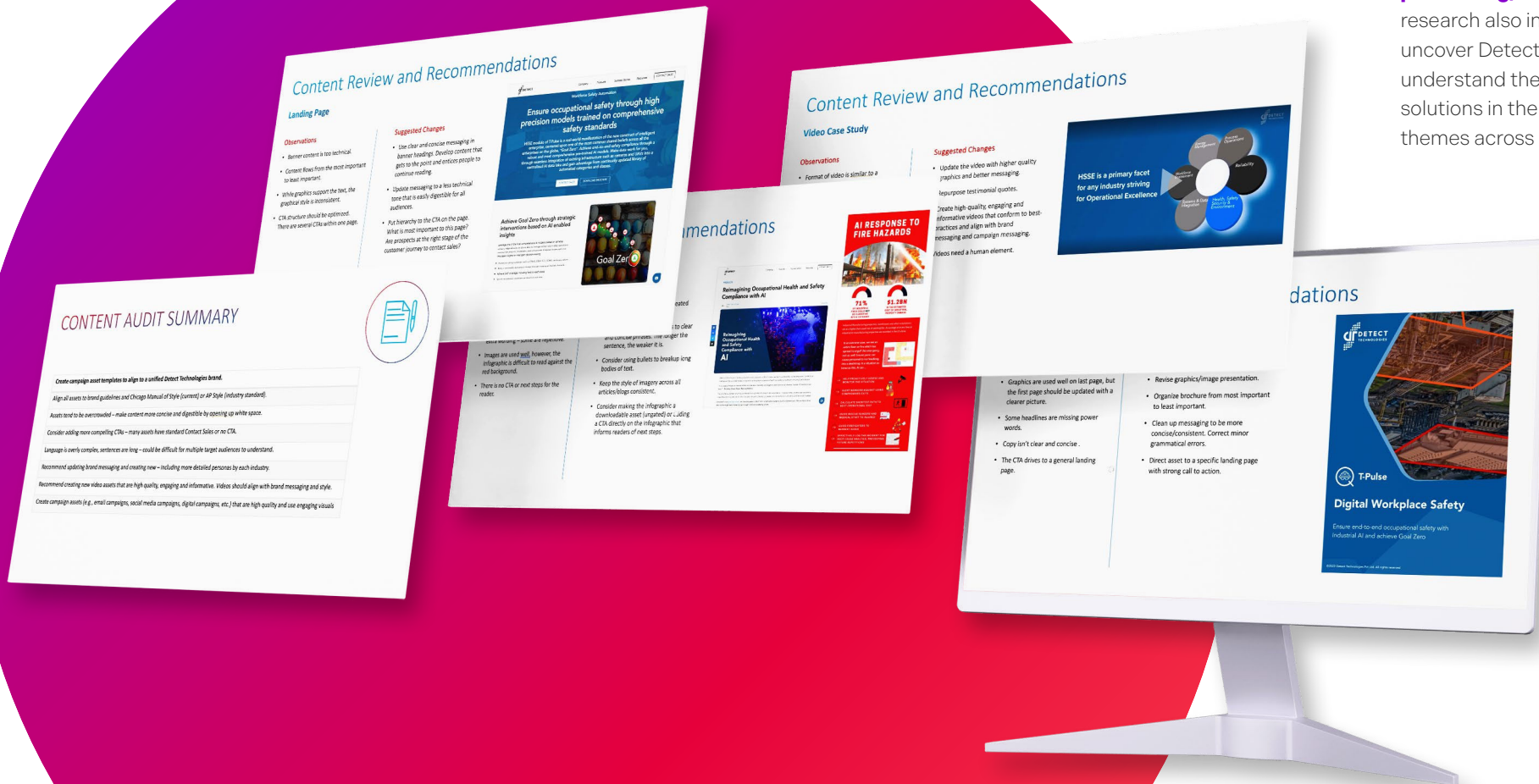
Findings

Detect Technologies' brand awareness, leadership status and reputation as a trusted brand in the countries in which it was already established had greatly influenced its brand positioning. With strong brand awareness already established, focusing on increasing recognition in those countries was not a priority––in fact, one their top-performing keywords was their brand name itself. **Moreover, having a product that spoke for itself led to messaging that was highly technical, lengthy and complex, often omitting clear next steps.**

Expanding into new markets where the Detect Technologies brand was unknown would necessitate a shift in approach. Their positioning, messaging and SEO strategy would need to be adjusted to build awareness from the ground up, emphasizing value propositions, key messages and a problem-to-solution approach, all to resonate with U.S. audiences. Messaging would require customer-centric, straightforward language that clearly defines the technology and incorporates clear, compelling calls to action.

Competitor Research Review — Velocity EHS

Operational Excellence at the Speed of Light.

Brand Narrative
Relied on by more than 10 million users worldwide, VelocityEHS is the global leader in true SaaS enterprise EHS technology. Through the VelocityEHS Accelerate® Platform, the company helps global enterprises drive operational excellence by delivering best-in-class capabilities for health, safety, environmental compliance, training, operational risk, and environmental, social, and corporate governance (ESG).

Value Proposition
Stay one step ahead of constant change and deliver exceptional outcomes, with better insight, reporting, automated workflows and communication streams.

Key Messaging

- Single tool
- Leading tech, expertise
- Business solutions include 7 integrated solutions that use a proactive approach to reduce risk
- Go from reactive to proactive with AI expertise to predict, intervene, and improve outcomes

Key Differentiators

- Comprehensive solution
- Takes business from reactive to proactive
- Superior customer service

VelocityEHS®
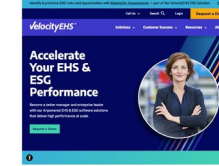
We also found that creative assets and visuals would need to be enhanced to give them the alignment and quality required to convey the authority of a leading brand.

Validation

Elevation conducted interviews with internal and external stakeholders to validate company positioning, customer attributes, key selling points and marketing and communications activity. Participants were asked questions designed to obtain an honest assessment of brand differentiators, challenges and opportunities.

Differentiators

- Most comprehensive offering
- Most advanced AI technology
- Most exhaustive dataset
- Most communicative, passionate customer support
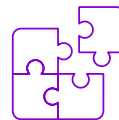
Challenges

- Lack of awareness in the U.S.
- Overcoming the perception of data risk
- Understanding what Detect Technologies offers based on their website
- Increased competition and innovation in AI intelligence

Opportunities

- Leverage the Houston location to overcome perceptions of risk
- Develop sales enablement tools that cater to audience content preferences with videos and other assets
- Improve on the technology to support long-term use
- Develop brand awareness through U.S. partnership networks, in-person events and digital marketing

Findings

Interviews revealed that Detect Technologies was, indeed, the industry subject matter expert with the most advanced AI intelligence in the space. Their comprehensive, innovative technology, enhanced by an intuitive platform that simplifies the extensive dataset, stood out as a strong differentiator.

However, while the product was speaking for itself in the countries in which it was established, Detect would need raise awareness in the U.S. This could be accomplished through a thought leadership strategy, person-to-person events and partner networking. Developing a credible and authoritative voice would require positioning and core messaging that educates audiences about their capabilities and data security and privacy practices. A digital marketing plan would also help create awareness and drive traffic to the website.

Clearly defining Detect's data security and privacy practices would be essential to gain the trust of customers in the U.S.

Brand positioning and messaging

Elevation's research found that solution quality, customer service and partner collaboration would move the needle with U.S. decision-makers. The company would need to focus on optimizing the Detect Technologies' brand proposition as an innovative, professional and secure provider of advanced AI solutions for the industrial space.

More importantly, Detect Technologies' highly technical language required decoding to clarify their offering in a way that would be easily understood by decision-makers in non-technical positions, such as C-level and management positions.

Our content experts developed a messaging matrix that would help Detect Technologies clearly highlight the value of their solution to target audiences in the U.S and leverage simplified terminology commonly used in the U.S. for risk intelligence solutions. The matrix would serve as a foundation for sales and marketing communications, ensuring consistency and clarity across online and offline assets. It comprised a brand positioning statement, key message drivers, key benefits, proof points. Value propositions were developed for each audience segment, solving unique pain points and clearly defining product value and benefits in a way that would resonate with each persona, including EHS managers, digital and IT managers, site leaders and customer experience officers.

Brand creatives were also aligned to support Detect Technologies' leadership position by unifying brand colors and image elements and leveraging high-quality photography. A professional approach to the visual representation of the brand would lend authority and trustworthiness while capturing the attention of prospective customers in a crowded market. Implementing consistent and visually appealing brand creatives across all platforms would elevate Detect Technologies' overall brand image and establish a strong presence in the U. S. market.
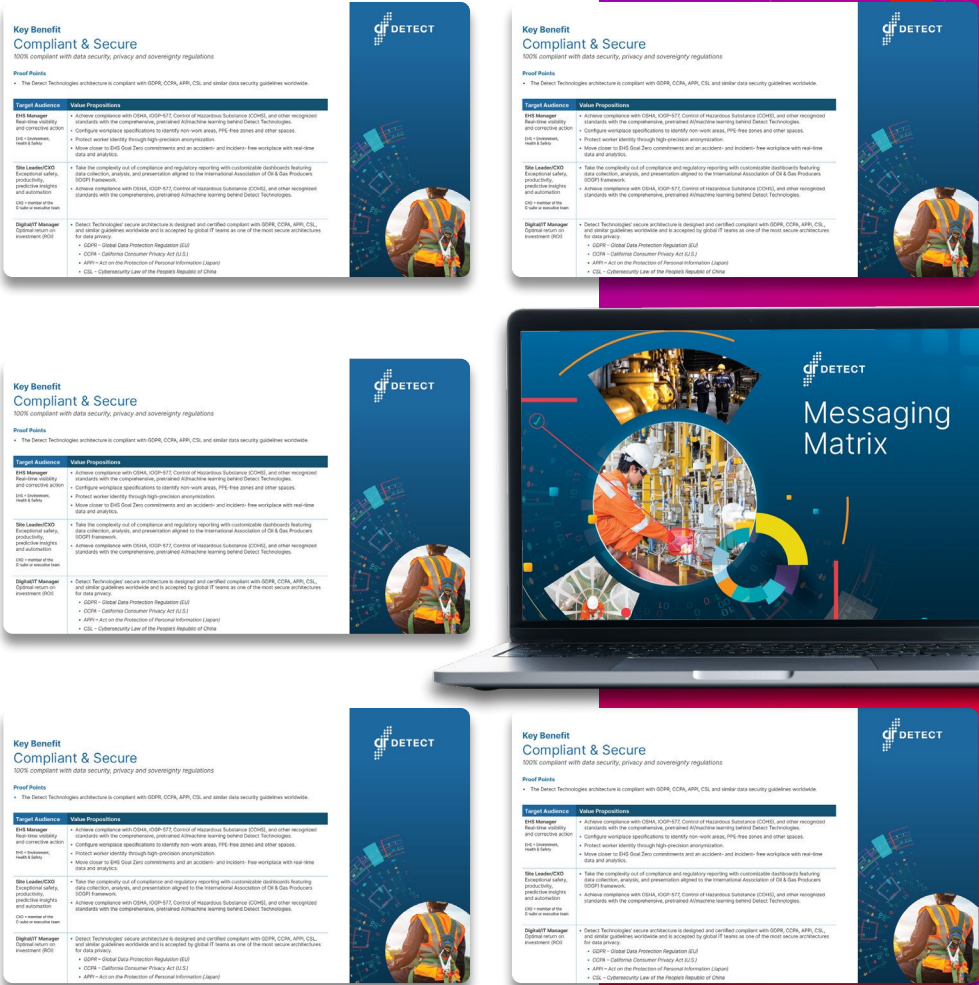
Setting a firm foundation for market entry and growth

Through our research and recommendations, we helped Detect Technologies navigate the complex landscape of the U.S. industrial sector. By identifying key differentiators, challenges and opportunities for growth, we provided strategic messaging and creative guidance that elevated the brand and established a strong presence in the market. This foundation positioned the brand to confidently enter the U.S. market and achieve their goals of increased awareness, authority and growth. As technology continues to advance, and industries become increasingly reliant on data-driven solutions, we look forward to seeing how Detect Technologies will continue to innovate and grow.

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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Business Journal
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