

## CASE STUDY

# How ALPHITAN GROUP used EasyBusiness by Kompass to better segment its target markets

### Customer's expectation:

#### Identify priority prospecting markets

Alphitan Group is the European specialist in the maintenance of electrical and electronic systems. Its know-how is deployed around 6 subsidiaries that respond to the problems of the most demanding customers. The AEM subsidiary is responsible for the industrial maintenance of servo motors.

For the development of its activities, the AEM subsidiary needed a tool that would allow them to analyse the business potential of its target sectors in advance.

#### Solution

To meet AEM's expectations, Kompass has proposed EasyBusiness, the global prospecting solution that gives you access to the premium database for your customer acquisitions. It allows you to easily optimize the organization of your commercial activities and to segment your most promising markets.

#### Why Kompass

- Up-to-date and comprehensive B2B company profiles
- Rich set of 60 advanced search filters
- Support from Kompass experts

#### Results

The EasyBusiness solution enabled the AEM subsidiary to measure their penetration rate in France and for each of their commercial zones.



- Industry: Industrial maintenance
- Headquarter: France
- Founded: 1914
- Number of employees: 500
- Member of Kompass B2B community: +7 years
- Other: exporter 

*"EasyBusiness is an essential part of our market segmentation strategy"*

**RACHID LASSED**  
Commercial Director  
at Alphitan Group



**24/7 access to data**



**+60 advanced search filters**



**+84M executives**