

13-Case

TechLogix is a business process digitalization solutions company founded in 2016 in Atlanta, USA. TechLogix began as a small startup with the goal of helping businesses go digital by streamlining operations and increasing efficiency through automation and innovative technologies.

Business Features: The company's main product is an integrated platform for automating document management, resources and client relationships. TechLogix uses cloud technologies, artificial intelligence and machine learning to create flexible and scalable solutions that can be tailored to specific customer needs in a variety of industries, including retail, finance and healthcare.

Marketing Strategies: To promote its services, TechLogix actively uses digital marketing, including content marketing, SEO and targeted advertising on social media and professional platforms like LinkedIn. The company also regularly participates in industry conferences and webinars, which allows it not only to attract new clients, but also to establish partnerships with other technology companies.

Challenges and achievements: One of the main challenges for TechLogix was convincing traditional businesses to digitalize. Many companies face internal resistance and fear of making big changes. However, through successful case studies and demonstration of the concrete benefits of digitalization, such as cost reduction and increased revenue, TechLogix was able to achieve significant growth. Over the past two years, the company has doubled its workforce and expanded its presence in international markets.

Questions:

1. What technologies underlie the solutions offered by TechLogix for business digitalization?
2. TechLogix marketing strategies have been most effective in attracting new customers and why?
3. What methods does TechLogix use to overcome resistance to change from traditional businesses when adopting digital technologies?