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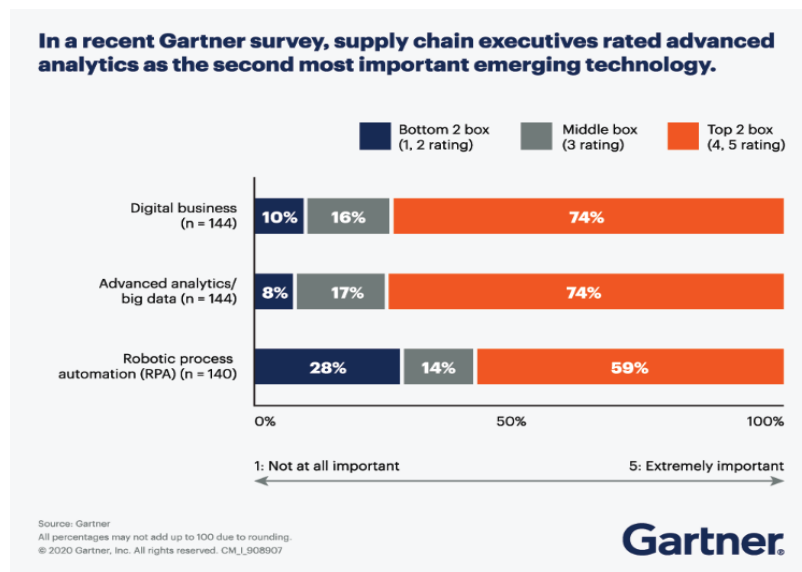
## Lagrange.AI: How To Articulate & Execute A Successful Digital Marketing Strategy

**Note:** This case is designed and developed by Dr. Hassan Mirzahosseini, CEO of Lagrange.AI. The case study is adapted only for the educational purpose.

**Objective(s):** You are assigned as the digital marketing manager of Lagrange.AI reporting directly to the CEO and supporting how to drive and navigate a successful digital marketing strategy. Thus, you need to understand your company, the value that it generates and captures, the range of products, and more specifically how to design, drive (implement and roll out), navigate and evaluate a successful digital marketing strategy.

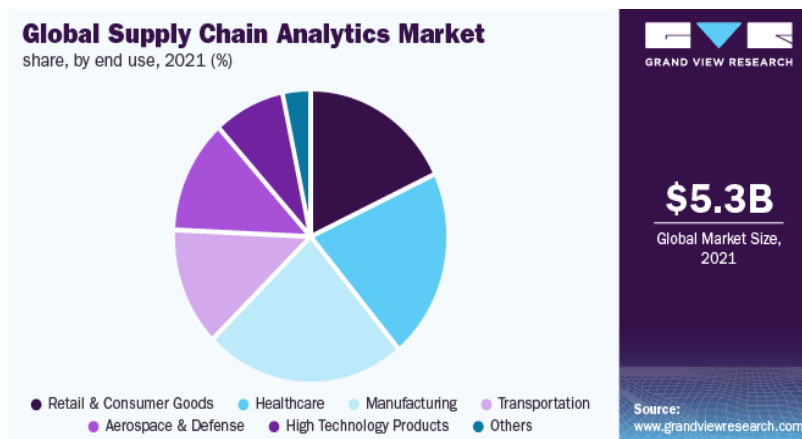
**Introduction:** Lagrange.AI is a cloud-based software company based in Australia and Singapore. It specializes in supply chain **data integration, modeling, advanced analytics, and reporting**. In short, it is where data science meets the supply chain and where supply chain professionals can take advantage of cutting-edge supply chain analytics services and solutions.

**Industry Analysis:** Regardless of their business activities, directly or indirectly, most companies are suffering in one key business area; supply chain. The global pandemic, the war in Ukraine, and critical supply shortages are the main reasons that intensified global supply chain disruptions. Today, you may find the target of reaching an agile, responsive, and resilient supply chain on the agenda of any senior executive. To mitigate supply chain disruptions, executives need to use supply chain analytics (see Figure 1). However, the journey of supply chain analytics is challenging and overwhelming. Our experience shows that most companies struggle in data processing and integration, data wrangling, and hiring skillful labor to use AI to drive advanced supply chain analytics and achieve end-to-end visibility and insight. Through a subscription-based Software-as-a-Service (SaaS) platform, Lagrange.AI offers flexible AI-powered solutions and supports companies in navigating from data to insight.



**Figure 1.** The need for supply chain analytics to mitigate supply chain disruptions

**Marketplace Analysis:** The global supply chain analytics market size was USD \$5.3 billion in 2021 (see Figure 2) and it is expected to reach USD \$22.46 billion by 2030, registering a CAGR of 17.6% from 2022 to 2030, according to a new study by Grand View Research, Inc. Supply chain analytics is becoming popular as the demand for managing vast volumes of company data and its insights for strategic applications grows. The market for supply chain analytics is witnessing a rise in demand due to increased awareness of the benefits of supply chain analytics solutions to mitigate supply chain disruptions. Companies may benefit from supply chain analytics solutions to enhance supply chain resilience and agility and meet their sustainability goals.



**Figure 2.** The market size for supply chain analytics in 2021

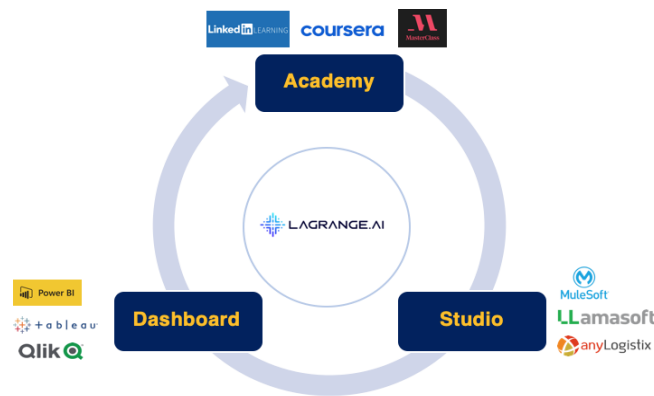
**Customer Analysis:** The target market is broadly based and is defined as creatively minded supply chain professionals at any/all levels in any university/organization. Customers in this market are generally educated professionals, and aged between 30 and 55, who are early adopters of analytical software and platforms, environmentally conscious, and socially aware. Our customer segments are as follows.

- 1) **Corporate clients:** Professionals holding positions ranging from supply chain analysts to chief supply chain officer/chief operating officer.
- 2) **Consulting firms:** Consulting companies (such as McKinsey, BCG, KPMG, ...) searching for faster and cheaper solutions for their supply chain projects.
- 3) **Analytics platforms:** Analytics platforms (such as LLamasoft, anyLogistix, ...) searching to improve data integration processing experience for their users.

**Product, service, and solution ranges:** Below, you may find a short description about our main three products/services/solutions:

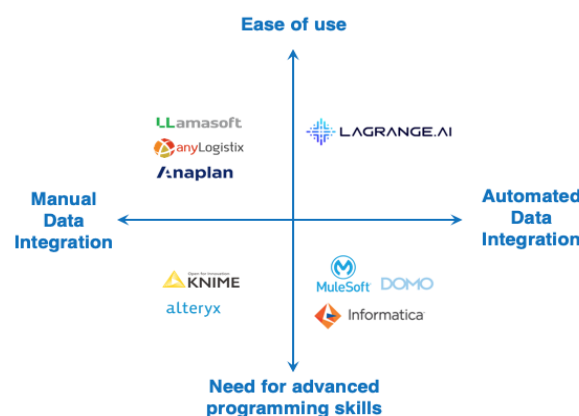
- 1) **Lagrange Studio:** Through a subscription-based Software-as-a-Service (SaaS) platform, Lagrange.AI offers flexible and scalable AI-powered services, supporting companies in navigating from data to insight with three core features of AI-driven process mining, data warehousing & analytics and end-to-end visibility. Lagrange.AI supply chain professionals use our low-code platform to design data pipelines using built-in modules to connect to data sources, run process mining, and take advantage of automatic supply chain modelling and advanced analytics.
- 2) **Lagrange Dashboard:** Through the dashboard, supply chain professionals access a web portal and can contextualize the event's impact on the supply chain. More specifically, they can interact with the data pipeline, visualize, test scenarios, extract desired results, and bring real-time end-to-end visibility to supply chains. Also, this tool enables them to run custom analytics, what-if scenarios and set alerts and notifications when a type of disruption or event happens.
- 3) **Lagrange Academy:** Through the Academy, supply chain professionals can educate and learn the latest topics related to data science and supply chain analytics while being able to network with other professionals in different industries and geographical locations. This service enables Lagrange.AI to contact customers directly, better sense their needs and what they value, shorten its sales cycle, and ultimately establish a community and long-lasting customer relationships.

**Competitor Analysis:** To better understand the landscape of our business and competitors, we break down the analysis based on our product ranges (see Figure 3). Our products are unique because they offer a combination of features that our competitors do not offer. What distinguishes Lagrange.AI from its competitors is that it provides **bespoke** supply chain solutions and orchestrates supply chain analytics, visualization and reporting, and modular training and education of clients.



**Figure 3.** The competitor analysis for our product ranges

**Value propositions:** Here we evaluate Lagrange Studio as the core technology development of Lagrange.AI against existing technologies (see Figure 4). Our competitors offer solutions that are generic, costly, and require advanced programming and coding skills. This makes Lagrange Studio unique due to its ease of use for supply chain professionals and automated data processing and integration.



**Figure 4.** Value propositions of Lagrange.AI

**From marketing strategy to execution:** The CEO is seeking to implement an innovative go-to-market (GTM) strategies and effective channels/ways, within the budget and resources bound, to reach out to above-mentioned customers segments. He highlighted the following points and asked you to consider addressing these points when you recommend any solution:

- **Business-to-Business (B2B) platform:** Lagrange.AI is a B2B platform, thus trust is the most important factor to acquire prospects and retain and serve customers.
- **Supply chain analytics awareness:** Most of our clients have a basic knowledge of supply chain analytics. We must raise awareness of supply chain analytics, provide training and educational programs for supply chain professionals, and build a solid community.
- **Investment:** Lagrange.AI is a start up with a tight resources and budgets. It would be critical to articulate a successful digital marketing strategy and plan for a flawless execution.

**Your tasks:** You are asked to support the CEO to articulate a successful digital marketing strategy and execute it. More specifically, helping him to answer the following questions:

- **Value of Information:**
  - How do you think Lagrange.AI adds and capture value to their targeted customers?
  - Do you agree with the idea customer profile (see Customer Analysis section) that the CEO listed? why? how could it be improved?
  - How can Lagrange.AI harness the power of data and take advantage of their online customer behavior?
- **Social media Marketing:**
  - How Lagrange.AI can take advantage of social media to reach out its ideal customers? how to track online customer behavior at your proposed outlets? what are the outlets you would recommend? why?
  - What should be the building blocks of Lagrange.AI digital marketing strategy?
  - How Lagrange.AI can build and maintain online trust? what would break the trust of customers?
  - Do you agree with the idea customer profile (see Customer Analysis section) that the CEO listed? why? how could it be improved?
- **Personalized Digital Marketing:**
  - How to customize digital marketing initiatives for each ideal customer profile?
  - What needs to be personalized? What shall we keep the same for each ideal customer profile?
  - What do you see as challenges for a successful execution? How can these be removed?
- **Multichannel Multimedia:**
  - How can multichannel multimedia help Lagrange.AI to raise awareness, generate more leads and covert more sales?
  - What would be the best marketing and sales funnel for Lagrange.AI?
  - What do you think will be customer acquisition cost metrics? List them, how to track and monitor them?
- **Mobile Marketing:**
  - Do you think mobile marketing can be helpful? how?
  - How do you propose to turn your digital marketing strategy and initiatives into sales?
- **Customer Experience:**
  - Consider our ideal customer profile (see Customer Analysis), how would you map the customer experience?
  - How to sense, monitor, and manage customer experience?
  - What are the stages that for the ideal customer profiles from becoming aware to purchasing and go through after service stages? list the stages and map them for each customer profile.
  - How could this experience be personalized for each ideal customer profile?

- How can Lagrange.AI customize and personalize digital marketing initiatives for each ideal customer profile?
- How to ensure your proposed digital marketing initiatives lead to sales?