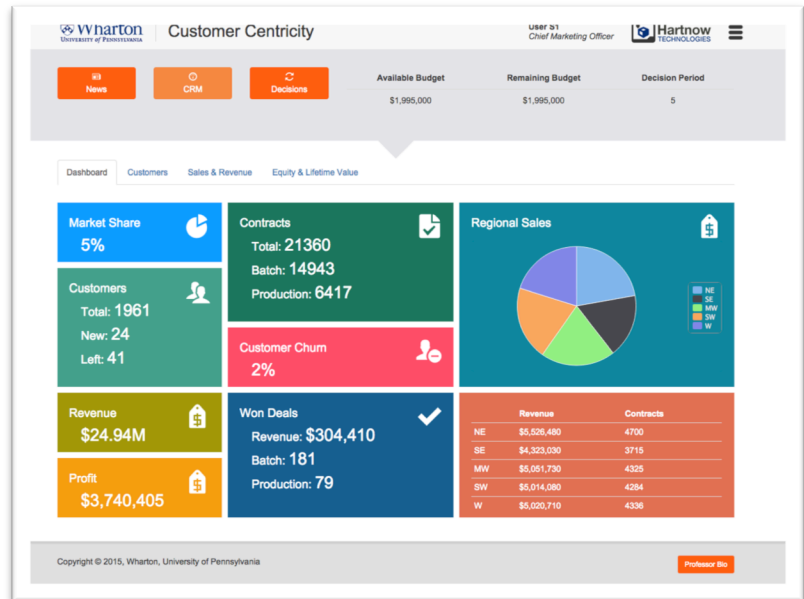


## About the Simulation

Students play the role of a recently hired Chief Marketing Officer (CMO) at a national 3D-printer services company. While the corporation is profitable, its reliance on a product-centric strategy is not enough to drive business growth.

Over the course of this simulation, the CMO is presented with a number of challenges, opportunities, and other operational spending decisions aimed at identifying the most valuable customers and maximizing their lifetime value - all while trying to find and attract sales new customers with similar qualities. The CMO is also equipped with a highly interactive Customer Relationship Management (CRM) dashboard offering the ability to richly analyze various performance metrics in order to inform future strategic decisions; this invaluable tool can be further developed each fiscal quarter through various investment choices. The simulation allows students to explore and analyze various marketing, sales and customer-service strategies relating to customer acquisition, retention, loyalty, and referral, as well as organizational decisions that ultimately impact customer equity and lifetime value.



# Hartnow Technologies

*Making your future now*



## Corporate Sales & Marketing Portal

The CEO is awaiting your budget decisions for Period 5

Go >

### More on us:

As a global leader in 3D printer sales and services for the Aerospace, Automotive and Defense industries, Hartnow is a standout part of the fastest-growing market segment in modern technology. But what really stands out to our customers is the high level of service and expertise we offer along with the reliable quality and ever-expanding line of specialized printing products.

Read more >

### More about you:

Congratulations on your new role as Chief Marketing Officer (CMO) of Hartnow Technologies! Based on your background, everyone has high expectations for you - we're not only counting on your expertise to improve Hartnow's longterm profitability, but we also expect to increase individual customer value and loyalty while bringing in new business.

Read more >

### Tools & Decisions:

As CMO, data analysis is key to making informed decisions. That's why Hartnow's CRM system and its capabilities may be one of the most critical set of tools in your toolbox. After all, better and more accurate information today will reap more insight about both current and future Hartnow customers.

Read more >



A Message from our CEO, Jemma Peters

## About Us

Founded 5 years ago, Hartnow Technologies is a mid-sized managed 3D print services provider. We lease 3D printers to Aerospace, Automotive and Defense in both the public and private sectors across the entire United States. These industries are rapidly expanding their applications of 3D printing, which is great news for us. Hartnow is a young company providing the newest and most revolutionary technology since the internet exploded in the 1990's. This is an incredibly exciting time to be involved in Hartnow's success. But there's still a lot of work to do before we fully reach our potential. For this reason, Stella Smith has recently come on board to lead the Sales, Marketing and Customer Service teams. Stella brings the winning combination of experience and leadership that are guaranteed to propel Hartnow to the next level.

It important to remember what has differentiated us to date from our competition. Our customers love the flexibility we provide, with short term contract agreements and no termination fees. Quarterly contracts are highly valued, and we intend to continue this contract structure. Hartnow offers our customers two 3D printer models:

- **Batch Series:** Small to mid sized print jobs. Perfect for prototyping or printing smaller products
- **Production Series:** Large sized print jobs

News

CRM

Decisions

Available Budget

\$1,129,000

Remaining Budget

\$1,129,000

Decision Period

5

Dashboard

Customers

Sales & Revenue

Equity & Lifetime Value

Market Share  
7.6%



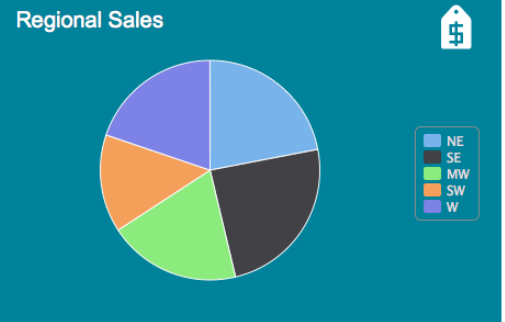
Customers  
Total: 323  
New: 33  
Left: 215



Contracts  
Total: 1039  
Batch: 526  
Production: 513



Customer Churn  
42.6%



Revenue  
\$14.12M



Profit  
\$2,117,700



Won Deals  
Revenue: \$1,644,300  
Batch: 65  
Production: 58



	Revenue	Contracts
NE	\$3,103,500	227
SE	\$3,431,100	251
MW	\$2,756,400	211
SW	\$2,034,000	153
W	\$2,793,000	197

News

CRM

Decisions

Available Budget

\$1,129,000

Remaining Budget

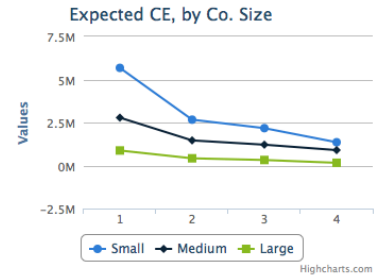
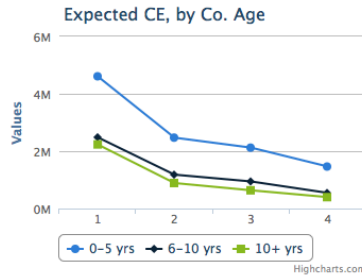
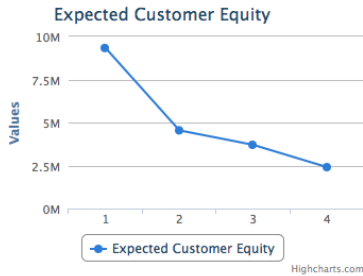
\$1,129,000

Decision Period

5

Dashboard Customers Sales & Revenue Equity & Lifetime Value

Copy to Clipboard



Report	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Expected Customer Equity	\$9.33M	\$4.54M	\$3.70M	\$2.41M
Expected CE, by Co. Age				
0-5 yrs	\$4.61M	\$2.47M	\$2.12M	\$1.46M
6-10 yrs	\$2.48M	\$1.18M	\$944.01K	\$544.39K
10+ yrs	\$2.24M	\$889.52K	\$635.99K	\$397.82K
Expected CE, by Co. Size				
Small	\$5.67M	\$2.66M	\$2.17M	\$1.35M
Medium	\$2.78M	\$1.46M	\$1.21M	\$895.45K
Large	\$873.71K	\$419.10K	\$321.24K	\$157.59K
Expected CE, by Geography				
Northeast	\$2.04M	\$1.06M	\$775.93K	\$476.86K

News

CRM

Decisions

Available Budget

\$1,129,000

Remaining Budget

\$1,129,000

Decision Period

5

Submit Decisions

Decision History

## Submit Budget Decisions for Period 5

Spend Type	Aerospace	Automotive	Defense
Branding ?	\$0		
Internal Marketing & Sales Force ?	\$0	\$0	\$0
External Sales & Marketing Brokers ?	\$0	\$0	\$0
Customer Service ?	\$0	\$0	\$0
Loyalty Program ?	\$0	\$0	\$0

### Strategic Development Spend

- Create Strategic Account Manager Positions (\$600,000) [More](#)
- Invest in offering a Premium Service (\$400,000) [More](#)

Submit

### Purchase CRM Reports (\$100,000 ea)

- Customer Acquisition Cost
- Customer Tenure
- Churn Rate by Customer Tenure
- Net Promoter Score
- Customer Satisfaction Rating
- Revenue by Customer Tenure
- Customer Acquisition Channel
- Customer Revenue by Acquisition Channel
- # Retained Customers