

CGI, Inc.

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Hauppauge, NY 11788

www.cgimotion.com
Client Since: 2002

“You could easily go broke advertising in the trade publications for all the different industries that use our products. But with GlobalSpec, we’re reaching every market imaginable.”

Jerry Allred
General Sales Manager
CGI, Inc.

Company Profile

CGI, Inc. manufactures precision gears and gearheads for diverse industries and applications –from the main drive on the Hubble telescope to medical hand tools.

Marketing Goals & Strategy

Since CGI’s products can be applied in such a broad spectrum of industries, they want to reach as many engineers, designers and technical buyers as possible in the aerospace, assembly, automotive, food and beverage, packaging, paper, plastics, robotics, machine tool, materials handling, medical, semiconductor, specialty machines, telecommunications and textile industries. They need a cost-effective way to achieve brand exposure to such an expansive customer base.

The IHS GlobalSpec Solution

IHS GlobalSpec is the perfect marketing solution for CGI to achieve their goal of brand exposure in a wide range of industries. Being included in IHS GlobalSpec’s specification-driven database enables them to reach potential customers in all the industries where their products can be used. IHS GlobalSpec’s additional features, such as the Company Profile page, the Product Announcements page and their own browsable catalog, represent additional branding opportunities.

In Their Own Words

“You could easily go broke advertising in the trade publications for all the different industries that use our products,” says Jerry Allred, General Sales Manager at CGI, Inc. “But with GlobalSpec, we’re reaching every market imaginable.”

“In just months, GlobalSpec has become our number one source of leads. It has been phenomenal.”

“Every day, we download our GlobalSpec sales leads and distribute them to our sales force. It allows us to respond quickly to the marketplace.”

“Previously, we did not have a presence overseas, but GlobalSpec has given us global exposure and has enabled us to set up a worldwide network.”