

Megger

4271 Bronze Way
Dallas, TX 75237

www.megger.com
Client Since: 2005

“GlobalSpec not only generates leads but generates awareness, so that the next time a potential customer has a need, they’ll think of Megger.”

Gary Guthrie
Marketing Manager
Megger

Company Profile

Megger is a provider of electric test equipment and measuring instruments for electrical power applications. Although Megger is best known for its range of insulation testers, the company also provides a full service solution to meet its customers’ electrical test and measurement needs.

Megger products provide testing solutions in the most critical maintenance areas including cable fault locating, protective relay testing, and power quality testing. With such a diverse product offering, Megger is the single source for electrical test and measuring instruments. Megger’s product offering spans 30 product groups with over 1,000 specific products.

Marketing Goals & Strategy

“Our primary markets are electric utilities worldwide, electrical apparatus manufacturers and heavy industries that use a lot of electricity in their manufacturing process: petrochemicals, aluminum, steel, automotive, etc.,” says Gary Guthrie, marketing manager for Megger. “When it comes to marketing, we employ a mix of different media including direct mail, advertising, sales promotion, etc. to reach our end user customers. We also employ a variety of sales channels including direct sales people, manufacturer reps and distributors to assist our customers and close potential sales.”

The IHS GlobalSpec Solution

Megger benefits from an IHS GlobalSpec catalog program, which includes an online searchable catalog and a company information hub featuring product announcements, technical articles and news releases. “GlobalSpec has definitely produced business for Megger in the United States and around the world,” says Guthrie. “We’re getting a lot of leads from GlobalSpec, and we also get a lot of specific requests for information on certain test equipment that we offer.”

IHS GlobalSpec helps Megger benefit from added exposure and awareness among the company’s target audience. “While we still rely on our own Web site and promotions, GlobalSpec gives us coverage in certain areas of the world that we wouldn’t have otherwise,” Guthrie explains. “GlobalSpec not only generates leads but generates awareness, so that the next time a potential customer has a need, they’ll think of Megger.”