



Case Study:



Jana represents Velocimetrics, a UK company, based in London in the UK and Europe. It is working closely with them to bring their product to the market and advising on strategy

Jana Technology Services provide outsourced sales, consultancy and marketing services for Technology companies in the UK.

We have particular expertise in helping companies outside of the UK and Europe to penetrate the region.

Objective: To build out Velocimetrics presence in the global marketplace. Jana is also advising and providing resources to help Velocimetrics bring a secondary revenue stream to the market which works in the Amazon EC2 cloud and facilitates business metric monitoring between 'public cloud to public cloud' and 'public cloud to private cloud'

Strategy: Jana is handling direct sales and facilitating partnerships with core technology platform providers as well as core sell through channels.

Results: The core proposition is very strong and the cloud proposition is being put in place, the first customer case study is in place, and direct sales and sell through channels are now underway.

