



## Landscape – stuff for the garden

October 2006

### Programme Details

The e-Solutions centre provides expert guidance and hands on demonstrations of a range of information and communication technologies. The service aims to help companies identify and quantify the potential benefits of embracing IT and Telecommunications technologies by focussing on key business benefits.

### The Company

Belfast-based Landscape - stuff for the garden, consisting of award winning husband-and-wife team Kyle and Ally Gallagher, provide landscape design services to clients throughout Ireland. In addition it has launched a range of luxury planters, including REPLENSIS the world's first ashtray-planter.

### The Product/Service

The company originally started by offering a range of design services for internal and external landscapes. In May 2005 it launched a range of contemporary luxury planters to the UK market. A flurry of interest followed especially when, in March 2006, the world's first luxury ashtray-planter ([www.replensis.com](http://www.replensis.com)) was shown to the market, at a furniture design post show at Spazio Modadesign in Milan. With impending changes in smoking legislation on national and international fronts, provision can now be made for smoking patrons without compromising the presentation and aesthetic appeal of the surrounding space, reduction in damage to property and increased durability.

### The Challenge

In this developing market, the company has no direct competitors; it was anticipated that potential clients would include major hotel chains/ architects/ publicans/ specifiers/ government bodies. The company realised that to secure a greater share of the potential market they needed to place an immediate focus on marketing and customer engagement, via e-marketing and an up-to-date database.

Potential clients needed to be made more aware of the features & benefits of luxury ashtray-planters. The company intended to use the internet and email but was unsure of the best path to follow to do this.

### The e-Solutions Centre

At this point the company sought help from the e-Solutions Centre to help it take a fresh look at the various technology challenges facing the company and to address those challenges. Following initial meetings, the e-Solutions Centre helped it with database design, integration with MS Outlook, explored CRM software options, and demonstrated the benefits of HTML email technologies.

Although the company has identified and implemented improvements, it will continue to focus on innovative ideas for the future, utilising the internet, e-marketing and other ICT technologies.



## The Benefits

- Market penetration was hastened by using HTML email awareness campaigns
- 9,500 potential clients have been added to database
- Publication of monthly newsletters and e-zines, with country, sectoral and industry focus
- Business enquiries increased by 50%
- Company starting to tap into the commercial market potential.

“Invest NI’s e-Solutions Service helped us to action what needed to be done. They introduced us to technologies to help us achieve our marketing and sales objectives, found new ways around problems and generally made sure we kept focused.

We’re pleased with what we have achieved and appreciate the help of the e-Solutions Centre. We would strongly recommend the Invest NI e-Solutions service to any one looking to use ICT to grow their business.”

**Kyle and Ally Gallagher, Managing Partners,  
Landscape Stuff for the Garden.**