

Reaching target audiences

Bluestar PLM by PDM Technology is an independent software vendor and Microsoft partner, with offices in the US and Europe, that specialises in product lifecycle management (PLM) solutions that are fully embedded in Microsoft Dynamics. We asked communications officer Henrik Bak Kolstrup about Bluestar PLM's partnership with *Technology Record*:

What messaging did you want to convey to *Technology Record*'s readership?

The key message we wanted to convey is that Bluestar PLM is a solution that combines computer-aided design, PLM and enterprise resource planning (ERP) in a single system – Microsoft Dynamics 365 and AX.

Why did you choose *Technology Record* and how effectively did it support your aspirations?

We see *Technology Record* as a platform and opportunity for Bluestar PLM to reach our target audience within the Dynamics 365/AX community due to its wide reach of decision makers and users in the manufacturing industry.

With the release of the Summer 2020 issue, *Technology Record* helped us reach a target audience that would otherwise be impossible through other platforms and channels.

To what extent did our team make this a positive experience for you?

Technology Record helped us by providing a writer with knowledge and insights on the PLM/ERP industry who carried out an interview with one of our customers to write a customer success story. This writer really helped us in putting the piece together and polishing the communication to present the best possible version of a customer case study. The article was then published in *Technology Record* magazine and we were able to use it on our own website and other platforms too.

Find out more about Bluestar PLM at www.bluestarplm.com.



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Henrik Bak Kolstrup
Communications officer
Bluestar PLM

