

Sector : Machinery
Year of Establishment : 2016
Number of Employees : 8
Website : www.trexoin.com



“Digitalization in International Sales Management Processes”

TREXO INNOVATION

In line with the needs of the users in the field of cinema and television, the company designs innovative, unique products of acceptable quality and quality in international markets, turns them into industrial products and presents them to the international market.

“The employer should internalize the change, not the employee.”

Crisis:

Commercialization, Market Management

About

Trexo Innovation Corporation was founded in 2016 by three entrepreneurs, two engineers and a designer. The company produces electromechanical devices that enable video content producers to move their cameras in a robotic way. Trexo Arc Gimbal (image stabilizer), the first product developed by Trexo Innovation, won the Reddot Design award in 2017. The company, whose commercialization adventure accelerated at this point, won the Innovation Award in Croatia with its camera carrying device and the Patent gold medal at the International Invention Fair. T3 Foundation has taken part in various defense industry projects by investing in 2% of the company and becoming a partner. With the American branch they opened, Trexo Innovation has become an enterprise that exports to 65 countries.

Background

Trexo Innovation Joint Stock Company, established in 2016, entered a sector with a narrow market, specific products and a small number of competitors with a niche product. The company, which produces with 30% less sales price as a sales strategy, could not take place in the market with this strategy. It has developed a strategy to reduce the competition it will experience with its competitors and to enter the market with 30% more sales price by producing products in a higher segment in terms of quality and features than existing products. However, the company, which thinks that it can be commercialized within 6 months in this market where competition is intense and competitors dominate, could not reach this target. Even though they participated in the Red Dot Design Awards in the same year, in which world giant brands such as Apple and Ferrari applied to, they managed to receive an award for their first product, unfortunately, this process did not directly contribute to their commercialization. No matter how good a product you bring to the market, it has become impossible to be in a niche market without establishing the brand, finding references on the customer's side, ensuring trust and, most importantly, recognition in the market.

Digital Tools

- Online Payment System: **Stripe**
- Cloud-based Team Collaboration: **Slack**
- Table Configuration and Database Management: **Airtable**
- Crowdfunding: **Kickstarter**
- Cloud-based Task Tracking: **To Do**



Methodology

Especially the pandemic and the related crises it caused have changed the shopping habits of people all over the world. Many new marketplaces were established while enabling new industries and new companies to emerge. When Trexo Innovation entered this unexpected process, it found itself in a more difficult process as it still could not commercialize its product at the desired size. However, in this process, it was realized that most of the work can

actually be done remotely, and that more effective business processes can be managed by saving time, space and human resources. The company, which remotely coordinates exports to sixty-five countries from a single center, has adopted business tracking practices in this context. With the managerial digitalization created by job tracking applications, it enabled the coordination of employees and managers and the creation of hashtag-based consolidated workflows. Especially with the To Do, Slack and Airtable applications it used, it enabled the management of the work team and business processes with maximum efficiency. The company emphasized the importance of using digital tools with the following sentence: "I do not want to say that such digital tools should be compelled to be used by companies. But it is vital for companies that want to survive in times of crisis to use digital tools."

Trexo Innovation had the problem of commercializing its products in the first two and a half years of its establishment, in the national and international markets, which it hoped to commercialize in 6 months. At this point, they have achieved success in competitions that can be a reference for the quality of the product in the international market with the Reddot Design Award, the Croatia Innovation Award and the International Invention Fair Patent Gold Medal, which they think will add prestige to their company and open the way for commercialization. With these references, they successfully funded and raised equity by presenting their product on Kickstarter, the crowdfunding interface, with the branch they opened remotely, without going to America. This process has been the first and most important step in removing the obstacles to commercialization.

Conclusion

The company, which has increased its turnover fivefold in the last two years, has effectively used international authorities (competition/award, etc.) that can be a reference for qualified products. At the same time, since it is a proprietary product, Trexo Innovation has created a low-risk investment opportunity and a quality product assurance for the customer. Due to the high acceleration of the commercialization rate, the company, which has to actively use managerial digitalization applications, has greatly improved the speed factor, which is a critical need in this process.

At the end of all these processes, it has reached a company profile that already exports to 65 countries remotely, increased the number of its employees, expanded its customer

base and market share, and made a name for itself in the international arena with its increase in turnover.