

# Rivergate Marketing Helps Client Win 2025 System Integrator of the Year Award

*"Winning the 2025 Large System Integrator of the Year is a proud moment for E Tech Group. We knew we had the track record to earn it, but the submission process is rigorous and we needed help to effectively present our company's strengths. Rivergate Marketing's expertise and guidance played a crucial role. They worked alongside our marketing team, helping us articulate our capabilities and business practices in a way that resonated with judges. The achievement of this award is a direct reflection not only of E Tech Group's excellence, but also the value of our partnership with Rivergate Marketing."*

Jennifer Palumbo, VP of Marketing, E Tech Group

## OVERVIEW

Throughout the summer of 2024, Rivergate Marketing collaborated extensively with E Tech Group's internal marketing team to lead the planning and writing of a compelling submission for their 2025 System Integrator of the Year application. Within the controls and automation industry, this award is recognized as one of the highest honors a system integrator can achieve.

For E Tech Group, winning this award would require demonstrating how the company had grown to over 600 employees and 25 locations while continuing to deliver innovative solutions, maintaining exceptional quality, customer satisfaction, and business practices. Having previously helped both Patti Engineering and Hargrove Controls & Automation win this award, Rivergate Marketing was uniquely suited to guide E Tech Group through the submission process.

## WHAT IS THE SYSTEM INTEGRATOR OF THE YEAR AWARD?

The *Control Engineering and Plant Engineering* System Integrator of the Year Award is a prestigious recognition presented annually to integrators demonstrating exceptional performance in business skills, technical competence, and customer satisfaction. Winning this award not only provides industry-wide visibility and a valuable marketing advantage but also instills client confidence by showcasing the integrator's proven track record of excellence. Winners in three company size categories are selected by a panel of editors and industry expert judges.

## SUBMISSIONS MUST DOCUMENT:

- **Innovative Problem-Solving:** Highlighting projects where integrators developed creative solutions to complex automation challenges.
- **Comprehensive Business Practices:** Proving a strong foundation of written policies and business procedures, professional certifications (e.g., CSIA), and in-house initiatives that ensure consistency and excellence.
- **Customer Satisfaction:** Including real-world feedback, commendations, and letters from clients that demonstrate how the system integrator exceeds expectations.

Award recipients are announced in a featured cover story in the annual Global System Integrator Report (GSIR) published by Plant Engineering, and honored at the Advanced Automation Forum in the spring of 2025. Additionally, all recipients are inducted into Control Engineering's System Integrator Hall of Fame.

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## **SYSTEM INTEGRATOR GIANTS VS SYSTEM INTEGRATOR OF THE YEAR**

The System Integrator Giants program (SI Giants) lists the top 100 system integrators among companies listed in the CFE Media [Global System Integrator Database](#), ranked solely on total system integration revenue. While inclusion in the SI Giants list offers visibility, it does not evaluate innovation, customer satisfaction, or business excellence.

The System Integrator of the Year Award, in contrast, recognizes integrators for their comprehensive contributions to the industry, providing a deeper validation of their capabilities and leadership.

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## **RIVERGATE MARKETING: LEADING THE COLLABORATIVE TEAM**

Working alongside E Tech Group's internal marketing team, Rivergate Marketing acted as both consultants and collaborators to provide the strategic oversight, hands-on guidance, and the foundational pieces of writing needed for a strong submission.

Rivergate Marketing led twice-weekly team meetings. Initially, these focused on discerning the best overall strategy and messaging for each required section of writing. As the E Tech Group marketing team produced written drafts, Rivergate reviewed each piece, offering actionable feedback to ensure the delivery of an effective message that met the award's criteria with an eye on timely progress.

## **CRAFTING FOUR FOUNDATIONAL PIECES OF WRITING**

Rivergate wrote four key portions of E Tech Group's submission to support their internal team's efforts: the company overview, a case study detailing project innovation, a case study detailing E Tech Group's capabilities to solve complex automation challenges, and the client testimonial section.

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## **E TECH GROUP OVERVIEW: A HIGH GROWTH COMPANY COMMITTED TO HIGH STANDARDS**

The crafting of a compelling company overview showcasing E Tech Group's remarkable recent growth and transformation was one of Rivergate Marketing's key contributions.

E Tech Group has grown significantly over the past five years. The company expanded their operations primarily by acquiring other integrators, including some that had previously won the System Integrator of the Year Award in their own right.

E Tech Group's growth was guided by a methodical strategy: despite their rapid transformation, the company remained committed to their purpose, ensuring each acquisition aligned with their vision of delivering exceptional service and fostering a strong team culture.

The company overview section, written by Rivergate Marketing, carefully highlighted E Tech Group's commitment to maintaining excellence amid rapid change, including discussion of their venture capital-backed growth, strategic acquisitions, quality management system and continued adherence to CSIA Best Practices. It articulated not only how E Tech Group had evolved but also how they maintained their high standards of customer satisfaction, innovation, and employee development.

## E TECH GROUP'S TECHNICAL INNOVATION AND EXPERTISE

Rivergate Marketing developed detailed case studies showcasing E Tech Group's ability to solve complex technical challenges. Ranging from 2200 to 3500 words, these case studies discussed two key projects where E Tech Group delivered creative, technically advanced solutions that few other integrators could accomplish, while also exceeding client expectations.

## CLIENT INTERVIEWS: FOUNDATIONAL TO CONTINUOUS IMPROVEMENT

E Tech Group's submission was significantly strengthened by drawing upon their previous investment in client interviews. Conducted by Rivergate Marketing, these interviews had provided E Tech Group with unbiased, in-depth feedback from ten of their clients, as well as first-person client testimonials that were included in the submission.

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## E TECH GROUP IS NAMED THE 2025 SYSTEM INTEGRATOR OF THE YEAR

In November of 2024, E Tech Group was thrilled to learn that they had been named the 2025 Large System Integrator of the Year, earning well-deserved recognition for their innovation, exceptional customer satisfaction, and strong business practices.

Rivergate Marketing continued to support and showcase E Tech Group's success by writing a compelling press release on their behalf, reviewing and finessing their winning interview responses, published in the December 2024 issue of Control Magazine, and writing a summary article outlining the key components of their winning submission.

***"E Tech Group's story was one of remarkable transformation and growth. Our role was to ensure that their accomplishments were presented in a way that showcased their innovation and commitment to their clients. It's always rewarding to help a client achieve well-deserved recognition for their hard work."***

**—Georgia Whalen, Founder and President, Rivergate Marketing**

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## CLOSING REMARKS

With prior successes supporting Patti Engineering and Hargrove Controls & Automation in winning System Integrator of the Year, Rivergate Marketing continues to excel at helping clients navigate the rigorous submission process and crafting compelling narratives that resonate with their desired audiences.