

# Success Story

techimage®

Industry: Software

## Leaders Should Lead

### Business Challenge

When Michael McCloskey became CEO of FrontRange Solutions in mid-2003, he discovered the company's flagship products – GoldMine® and HEAT® – had more licensed users than any other software in their respective categories – Customer Relationship Management (CRM) and Service Management. But few in the software industry seemed to know this fact, including many of the company's employees. McCloskey turned to Tech Image to help him rectify the problem.

### Background

FrontRange Solutions develops software that is used by 1.2 million business people at more than 130,000 companies worldwide. FrontRange product families include: GoldMine for relationship management, contact management and sales-force automation; and, HEAT® for service management, including Help Desk, Knowledge Management, Asset Management and Service Level Management.

McCloskey, a veteran executive who helped guide three previous companies – Kana Communications, Genesys Telecom and Network Appliance – to initial public offerings, knows leadership is critical leverage in business success. Among McCloskey's strategies was relocating the company headquarters from Colorado Springs, Colorado, to Silicon Valley, where the technology world looks for leadership in software engineering, investment capital and partnerships. As he shifted the focal point of the company to Northern California, McCloskey restructured FrontRange's product development, sales force and channel programs. The new mantra for all was "Leaders Should Lead."

He also recognized the need for a persistent Public Relations program that would increase exposure for FrontRange and its products in the proper markets.

### Solution

Tech Image implemented Leadership Campaigns for FrontRange's products and its CEO. Stratified lists of target publications were created for the CRM, Service Management and Executive Leadership categories. One special target was *CRN* (Computer Reseller News) magazine

**FrontRange**  
SOLUTIONS®

### Client

FrontRange Solutions  
Pleasanton, California

### Challenge

- Market-leading products but little market awareness of leadership
- Showcase leadership position as quickly as possible

### Solutions

- Weekly press releases
- Stratified, sharply focused targeting structure
- Executive media tour to key cities
- Deliberate emphasis on strategic moves over product features
- Pursuit of award recognition from target publications

### Results

- CEO listed as "One to Watch" among "Influential Leaders" by *CRM Magazine* and also featured as "Dynamic Leader"
- GoldMine captures CRM's Market Leader Award and wins *Customer Inter@ction Solutions* Product of the Year
- GoldMine customer CheerStix named finalist for *Intelligent Enterprise's* RealWare Award
- CEO featured in Darwin, ITBusinessEdge and *RealMarket*

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because one of McCloskey's goals was revitalizing FrontRange's channel sales program.

So Tech Image created deliberately FrontRange-centric pitches. In addition to establishing a regular pattern of exposure through weekly press releases, Tech Image used recent strategic moves by McCloskey as news leverage.

Tech Image also arranged a media tour to Boston and New York City, where target publications are concentrated. The senior executives were coached to emphasize the company's leadership initiatives instead of specific product features or customer stories.

For additional message support, Tech Image writers interviewed key executives, while researching recent FrontRange documents and presentations. This background allowed Tech Image to develop timely responses to questions from editors and simply run them past the busy executives for rapid approval. The combination of these tactics enabled Tech Image to elevate and expand the leadership profile of FrontRange very quickly.

## Results

Tech Image commenced its Leadership campaign in June 2004. By the end of the year, FrontRange and its GoldMine software had captured 2004 CRM Market Leader Awards from *CRM Magazine*. *Customer Inter@ction Solutions* and *Intelligent Enterprise* also recognized the company's work with significant awards. In addition, *CRM* featured McCloskey in its annual article identifying "dynamic leaders." and also recognized him as "One to Watch" within the industry's "Influential Leader" category. *Darwin*, *ITBusinessEdge* and *RealMarket* also sought McCloskey's views as an industry leader.

*"WOW, this is awesome! Thanks so much."*

*—CEO Michael McCloskey, (after reviewing the first 60 days of media coverage from the Leadership campaign).*

The Leadership Campaign continues as a core element of FrontRange's PR program, with targets progressively escalating to include national news organizations and business magazines.

## About Tech Image Ltd.

Tech Image Ltd. is Chicago's most experienced technology PR firm, with a 12-year track record of success.

Our mission is to help companies increase sales by building awareness with key decision-makers and influencers.

We succeed by offering 100% senior-level talent plus the global resources of the Worldcom Public Relations Group to implement targeted, scalable media relations campaigns that produce bottom line results.



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