

Success Story

techimage®

Industry: Name recognition software

What's in a Name?

Business Challenge

Language Analysis Systems (LAS), a maker of name-recognition software, labored in obscurity for nearly 20 years. The reason: it worked in secrecy as a consultant on names and linguistics for the U.S. State Department, FBI, Border Control and other agencies. When given the green light to promote itself in 2002, LAS turned to Tech Image Ltd. to gain recognition for its technology. While the company was virtually unknown, one of the major business challenges was that its competitors were claiming that their older, inferior technologies were superior to LAS' software tools.

Background

Whether it's Change, Gonzalez or Mohammed, handling the names of many cultures has proven to be "perilously complicated" for many U.S. government agencies and corporations. For example, what's in the name "Khalid Shaikh Mohammed?" More than 300 different spellings of "Mohammed" alone! If you're a government agent looking for a terrorist suspect, how do you know if his name matches one on an anti-terrorist watch list? How do you make the split-second decision allowing him into the country when you can't intelligently identify the different ways of spelling his name?

LAS addresses those questions. The Herndon, Va.-based company is in the business of understanding names from around the world. It makes powerful software that shows the different ways that names from other cultures are likely to be spelled in English, plus where those names originate.

Solution

Tech Image began its relationship with LAS by hosting a series of messaging sessions with company officials and conducting interviews with sales and marketing executives. Through these meetings, we learned that 80% of first-time customer prospects didn't understand what LAS did, how its technology worked and what differentiated the company from its competitors.



Client

Language Analysis Systems
Reston, Va.

Challenge

- Unknown player
- Competitor claimed its older, inferior technologies were superior to LAS' tools
- High percentage of client prospects didn't understand LAS' technology

Solution

- Media coaching
- Trade and vertical market media placement
- IT industry analyst exposure

Results

- Spotlighted in GartnerGroup research brief
- Dominates trade and vertical market coverage for name recognition software category
- Named to *Fast Company* "Fast 50" list



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Based on this information, Tech Image recommended LAS position itself as the leader in a new category we defined as “name recognition.” Tech Image developed a consistent set of messages around this theme that would help reporters and their readers understand the complexities of multi-cultural names. In addition, Tech Image conducted media coaching for key executives to prepare them for difficult questions from reporters and industry analysts. With no customer references available, Tech Image tied in the name recognition topic to the security issue. We leveraged the credibility of CEO Dr. John C. Hermansen to schedule a series of interviews that coincided with the one-year anniversary of the September 11 tragedy.

Results

By positioning Dr. Hermansen as the subject matter expert in name recognition, we helped the media understand how this important technology could help the government stop terrorists from slipping across our borders undetected. Our aggressive, award-winning PR campaign resulted in dozens of national print and broadcast placements for LAS, including the New York Times, Wall Street Journal, CNBC and MSNBC. During the first six months alone, the campaign generated more than 384 million media impressions, which the client viewed as a major success.

“I would like to commend Tech Image for security media coverage for Language Analysis Systems. You have generated more interest and actual press for LAS than I have ever seen with other PR agencies. Your team is professional, detail- and result-oriented and has quickly become an integral part of our team.”

—Tobi Moriarty, VP Business Development, LAS

After reviewing the results, Tech Image and LAS agreed that national media placements were not necessarily generating sales leads. We recommended shifting the emphasis of the campaign to trade and vertical market media, as well as influential IT industry analysts. This campaign resulted in LAS being named to *Fast Company Magazine’s* “Fast 50” list in 2003 and the Federal Computer Week 100 List in 2004. LAS also was spotlighted in a single-focused GartnerGroup research brief on name recognition software and the company now dominates trade and vertical market media coverage for its product category.

About Tech Image Ltd.

Tech Image Ltd. is Chicago's most experienced technology PR firm, with an 11-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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