

Success Story

techimage®

Industry: Application development

Redberri Product Launch Brings 100 Sales Leads

Business Challenge

Brunswick WDI (now known as BNT-Redberri), a maker of open source application middleware, desired to reposition its leading product for commercial licensing. Although the open source software was a big hit, the company wanted to reap more financial benefits.

Its PR firm, Tech Image, had delivered strategic media placements in 2003 and the first half of 2004, but now the company wanted to go directly to its prime prospects before promoting its product launch through key trade publications.

The company called upon Tech Image to develop a plan that would simultaneously launch its new commercially licensed middleware product, Redberri, while building credibility with its core audience through a special event.

Because of the multitude of events held in a city like Chicago each week, the strategy had its risks. The event would have to pique the interest of prospects enough that they would forgo other competing gatherings.

Solution

Tech Image developed plans for a conference on Service-Oriented Architecture, where Brunswick WDI prospects could learn from leading SOA and Web services speakers and panelists, and obtain practical advice for implementation in their enterprises or – in the case of Value-Added Resellers, Systems Integrators and Independent Software Vendors – in their actual products.

Tech Image recommended that the venue for such an event speak to the newness of SOA, and how older products and platforms could be transformed to work in today's business environment, saving cost-conscious CIOs on their already scant IT resources.

The agency selected Chicago's historic Soldier Field, which had been recently renovated, for the event. The architecture of Soldier Field served as a metaphor for synergy of old and new.

RED•BERRI

Client

Brunswick WDI

Challenge

- Launching product version of open-source freeware
- No name recognition
- Needed to develop reseller channel and direct sales prospects

Solutions

- Create a Conference for the launch
- Secure an industry expert as drawing card
- Develop cohesive MarCom effort with Sales Acceleration partner to reinforce brand

Results

- Over 100 qualified leads generated from event
- Attendees received demo versions of software to test
- Attendees mixed with leading SOA analyst

Success Story

Results

Tech Image, and graphic design partner Pepper Group, delivered a successful event for Brunswick WDI in July 2004. With more than 100 qualified participants, Brunswick WDI witnessed an event that served to educate the audience on SOA, Service-Oriented Integration and Web services through a main address by ZapThink Analyst Jason Bloomberg, the foremost authority on SOA and Web services; a panel discussion of Brunswick WDI partners moderated by Beth Schultz of *Network World Magazine*; and individual roundtable discussions.

Moreover, Brunswick WDI introduced Redberri through a brief presentation, which was followed by strong interest in product demonstrations. The event concluded with each attendee receiving a Redberri care package, which included a 30-day free trial of the software.

“Your diligent work throughout the planning process enabled us to present a professionally run event with strong attention to detail. From briefing our speakers and panel members, to communicating our wants and needs to the vendors servicing the event, Tech Image delivered in every respect.”

— **Raj Rao, General Manager, Brunswick WDI**

Brunswick WDI performed an ROI analysis based upon immediate results from the event that Tech Image orchestrated. The following calculations led them to believe that they will achieve a minimal 125% ROI.

Redberri – Product Price = \$12,500 (to resellers, WDI’s primary audience)

Step 1 – **Amount to be invested** – Investment: \$125,000 – SOA Conference on July 16, 2004

Step 2 – Number of people exposed + estimated word of mouth – Exposure: 100 attendees [x2] = 200

Step 3 – **Hand raisers** – Interest: 200 [x 25%] = 50

Step 4 – **Percent of interested parties who buy** – Conversion: 50 x [25%] = 12.5 (25% is WDI’s average conversion rate for qualified leads)

Step 5 – **Price x Conversion x Annual Repeat = Revenue:**
\$12,500 x 12.5 x 1 = \$156,250

Step 6 – **R.O.I.: Invested \$125,000**
: Revenues Generated: **\$156,250**
: {Revenue as percentage of investment} = **125% ROI**

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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