

Kinzan - Enterprise Software Case Study



Challenge: Continue to build momentum and awareness of current Kinzan applications while building company credibility as the leader in *adaptive web services*.

Strategies: Released announcements on latest partnerships to highlight ERP and EAP applications. Conducted a multi-city media tour with trade, core analysts and business publications to build relationships and highlight move to web standard.

Tactics

- Targeted top industry analysts to be evangelists of Kinzan's move to Web services; utilized analysts quotes as proof that Web services was the business of the future to encourage coverage in core trades.
- Utilized public relations to generate favorable trade media exposure and industry analyst understanding of what technology Kinzan produced and to marry customer-focused applications of an enterprise portal which features "rich" back-end integration feature sets.
- Announcements: Strategically-timed announcements on customer wins (Pella Windows); partnerships (Mitsubishi) and technology acquisitions (Portal Wave).
- Customer Testimonials: Placed case studies with core trade books to show that Kinzan's Web enterprise solution works in real business scenarios to make the phones ring.
- Pro-active media relations to support launch of Web services with coverage of customer wins such as Sharp, Mitsubishi and Pella Windows.

Results

- More than 17 media outlets covered Kinzan's applications totaling more than 7 million impressions; including coverage from their top 10 media and vertical trade "wish list" - *Line 56, Information Week, Software Magazine, Industrial Revolution, CRM Magazine, Frontline Solutions and more.*
- Added PR value to customers that were able to showcase "state of the art" Web services (i.e., Pella Windows)

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