

## nSeconds - Technology Case Study



**Challenge:** Position the nSeconds wireless application software as a necessary complement to the costly mobile *sales* tools already in place at Fortune 1000 companies

Launch nSeconds into an already crowded and jaded wireless space where hype had yet to live up to reality

**The Research:** *"Investing in effective wireless technology is expected to make mobile workers up to 30 percent more productive."*

**The Pitch:** *nSeconds produces enterprise-class wireless applications designed to increase the productivity of mobile professionals and work groups by delivering personalized, content-specific documents and information from corporate, desktop and Internet sources.*



### 3-Pronged Strategy

- Phase I:
  - Pre-seed the nSeconds name and concept two months prior to launch via a national media and analyst tour (New York, Boston, San Francisco and Los Angeles/San Diego)
  - Seek press and analyst "buy-off" to the concept and create at least 1-2 nSeconds analyst "evangelists" to quote in future releases to validate our product strategy

- Phase II:
  - Use Internet World Wireless "off-floor NDA room" as our Launch platform and forum
  - Pre-place nSeconds product B-roll with key broadcast outlets who were to cover the show (focus on the "anytime, anywhere, any-device" wireless concept -- topical at the time)
- Phase III:
  - Leverage one of our early beta customers into a full-fledged case study
  - Seed customer testimonials with press in the weeks prior to launch to validate our business model and show product stamina

## **Results**

- Analyst Quote in Launch Release: *"In today's Internet-speed workplace, mobile sales forces can't afford to waste time wading through corporate networks and applications trying to find the information that will ultimately assist in making the sale. Technologies such as nSeconds' SMART feature, which liberate the information trapped on corporate servers and individual desktops, are going to have a dramatic impact on the efficiency of today's mobile workforce."*

- **Cynthia Hswe, Senior Analyst at the Strategies Group**

- February 20, 2001, began the dawn of a new era in wireless communication. While everyone else talked, we delivered and the press took notice.

- Coverage included: Front page of the business section (Business Monday) of the *San Jose Mercury News*. Broadcast coverage on *CBS Market Watch*, which mentioned nSeconds along with Microsoft's newest product

- *Channel 2 News at Five WCBS New York*
- *KOIN 6 News Early Edition Portland*
- *10 News Daybreak WTSP Tampa/St. Petersburg*
- *Newschannel 3 daybreak WREG Memphis*
- *Venturewire*
- *Wireless Week Online*
- *Telecomclick.com*
- *TheFeature.com*
- *Internet Week* -- multi-page customer case study
- *Marin Independent Journal*

**TOTAL GROSS IMPRESSIONS: 6, 531, 455**

