

CASE STUDY



LURHQ

INDUSTRY: MANAGED SECURITY SERVICES

HEADQUARTERS: MYRTLE BEACH, SC



CHALLENGE:

- Virtually no visibility or awareness within the information security industry
- Needed a method of communicating breaking news on viruses, malware, scams and threats
- Strong lack of media, analyst coverage

SOLUTIONS:

- Developed best practices for communicating breaking news on emerging threats to top tier media
- Helped to secure coverage on MSNBC, The Chicago Tribune, New York Times, among others
- Pitched breaking news from LURHQ's Threat Intelligence Group to Computerworld, CNET, Information Week, among others
- Wrote news releases announcing company news, research, initiatives
- Actively promoted LURHQ at high-profile industry tradeshows, securing briefings with key media/analysts
- LURHQ merged with SecureWorks in late 2006 and the combined entity was acquired by Dell for \$612M in Jan. 2011