

CASE STUDY



LUCID SECURITY

INDUSTRY: INTRUSION PREVENTION

HEADQUARTERS: PHILADELPHIA, PA



CHALLENGE:

- Lack of awareness in the Information Security industry, looking to bolster its reputation in the Intrusion Prevention market.
- Sought a way to compete more publicly with larger competitors: Cisco, McAfee, Symantec and Checkpoint
- No formal marketing staff
- Required official agency representation (referred by Andrew Briney, former Editor-In-Chief, Information Security Magazine)

SOLUTIONS:

- Promoted key management hires
- Launched company's ipAngel X3 and v4.0 product generations
- Organized more than 20 industry briefings privately and at national tradeshows
- Facilitated coverage of two group reviews of the Intrusion Prevention space
- Completed 3 customer case studies by vertical
- Scored feature coverage in Network Computing, CIO Decisions, SC Magazine, CRN, Computerworld, Dow Jones Venture Analyst Technology Edition, Philadelphia Inquirer
- From June 2004 to YE 2004, generated more than 38 million impressions within targeted security, technology, financial, regional and Venture Capital publications
- Lucid Security acquired by Trustwave in 2006 for \$25M