

CASE STUDY



ENDFORCE

INDUSTRY: ENDPOINT SECURITY

HEADQUARTERS: COLUMBUS, OH



CHALLENGE:

- Company used to be known as SmartPipes and wanted to enter the endpoint security market
- No name, reputation, visibility or awareness
- Endpoint Security was an unknown category at the time ENDFORCE launched

SOLUTIONS:

- New logo, web site, whitepaper and corporate identity campaign
- Aggressively worked to introduce ENDFORCE to the information security industry through tradeshows, introductory briefings with media, analysts
- Wrote and placed bylined articles on Endpoint Security, including an ISSA Journal cover story
- Twice-secured coverage in USA Today
- Promoted "Busting the Myths of Endpoint Security" campaign featuring the Discovery Channel's Mythbusters duo to highlight the myths within the endpoint security space
- Today five group product reviews are pending on the Endpoint Security space; all will feature ENDFORCE: Information Security Magazine, Secure Enterprise, Network World, SC Magazine
- ENDFORCE acquired by Sophos in 2007 for \$80M