

# CASE STUDY



## KOOLSPAN

INDUSTRY: MOBILE VOICE ENCRYPTION

HEADQUARTERS: BETHESDA, MD



### CHALLENGE:

- Early-stage breakthrough provider of encrypted mobile voice solutions
- Lacked security and wireless industry exposure, no formal internal marketing department and limited public relations engagement
- Challenged to shift coverage focus from entrepreneurial to corporate leadership and success

### SOLUTIONS:

- Built key influencer relationships and marketed third-party endorsements through customer case studies, analyst reports, a strong news release pipeline and four media-analyst tours: Boston (2), San Francisco, and London
- Named an Information Security Magazine 'Best Emerging Technology' winner, April 2007
- Named a 'Top 10 Information Security Company to Watch' by the editors of Network World
- SC Award winner for Best Multi-Factor Authentication, February 2007
- Topped an SC Magazine group review of more than 13 authentication technologies.
- Spotlighted in USA Today and other credible, high profile publications
- Glowing product reviews in Information Security Magazine, SC Magazine and Today, a leading Asian business daily