

CASE STUDY



SAFEBOOT MOBILE DATA SECURITY

INDUSTRY: MOBILE DATA SECURITY

HEADQUARTERS: NAPLES, FLORIDA



CHALLENGE:

- Mobile Data Security leader in international markets but lacked North American name recognition.
- Management team based in Naples, but company headquartered in the Netherlands.
- Targeted IPO for Sept. 2007 – needed significant visibility in advance of quiet period.

SOLUTIONS:

- Conducted media-analyst tours in Boston and San Francisco.
- Successfully placed high-profile coverage in industry trade, high-tech, international and business press.
- Managed and facilitated company and product briefings, product reviews, tradeshow media relations.
- Coverage in InformationWeek, Computerworld, Network World, Information Security, and SC Magazine.
- IPO media relations and counsel during quiet period.
- Oct 2007 – Acquired by McAfee for \$350 million.