

CURRENT Communications



CASE STUDY: M202
CLIENT: Emrys

CHALLENGE: Despite its proven solutions and patented technology, Emrys Technologies was a relatively unknown player in the burgeoning enterprise mobile technology market. The company needed to gain traction among independent software vendors, application developers, system integration firms and IT/IS management of Fortune 1000 companies.

STRATEGY: Drive awareness of Emrys and understanding of the company's unique technology among prospective customers and channel partners by promoting the company's first-mover status and thought leadership. Primary tactics included creating/hosting a mobility summit, securing placement of byline articles by company leadership, and aggressively pursuing high-profile industry awards.

RESULTS: More than 150 prospective customers attended Emrys' 2001 Mobility Summit. Byline articles by Emrys leadership published in *Planet PDA*, *Unstrung* and *Wireless Business & Technology*. Feature coverage in *Information Week*, *Computerworld*, *Field Force Automation*, *Telecom Business*, *Customer Interaction Solutions*, *Risk Insurance Magazine*, *Technology Decisions for Insurance*, *Financial Technology*, and *DFWTEchBiz*. Emrys' flagship product, Emrys Visions, received several industry awards including *InfoWorld 100*, *Computerworld Wireless 25* and *KPMG High Tech Awards*.

