

C Current Communications



CASE STUDY: M817
CLIENT: JP Mobile

CHALLENGE: Although JP Mobile was a pioneer in the wireless data industry, the company had little-to-no brand recognition among key audiences—wireless operators, device manufacturers and Fortune 1000 businesses. Anticipating that the market for wireless e-mail was about to explode, JP Mobile had developed a secure wireless e-mail solution that supported all leading devices, e-mail platforms, operating systems and carrier networks. The challenge was to quickly drive awareness of JP Mobile and interest in the company's news wireless e-mail solution in a manner that preempted the marketing initiatives of well know competitors such as RIM, Good and Visto, among others.

STRATEGY: Develop a positioning that positively differentiated JP Mobile's SureWave solution from category competitors. Launch an aggressive media/analyst outreach program that included an East Coast road show and leveraged important industry events such as CTIA.

RESULTS: Headline coverage in all leading wireless carrier, mobile computing and enterprise technology publications, including *RCR Wireless News*, *Wireless Week*, *Xchange*, *PHONE+*, *Mobile Enterprise*, *Mobile Business Advisor*, *Wireless Business & Technology*, *PC Magazine*, *eWeek*, *Information Week*, *InfoWorld*, *Computerworld*, *Network World*, *Network Computing*, Recipient of the Frost & Sullivan Mobile Office Award.

IMPACT:

- Numerous high-profile customer wins
- Acquired by Good Technology

InfoWorld
CTIA shines spotlight on mobile middleware
JP Mobile, Sybase target carriers and enterprises
By Elizabeth Schwartz, October 25, 2004

COMPUTERWORLD
Tenet Health deploys system to support 1,000 handhelds

InformationWeek
BUSINESS INNOVATION POWERED BY TECHNOLOGY
Power To The Mobile People

THE WALL STREET JOURNAL.
Apptix In Agreement To Sell JP Mobile Products
DOW JONES NEWSWIRES

Mobile Enterprise
JP Mobile Launches Wireless E-mail Subscription Service For Mobile Professionals

Wireless
The Wireless Authority™ | W.E.E.K.
JP Mobile Unveils Universal E-Mail Platform

NetworkWorldFusion
E-mail, middleware vendors eye wireless data world
By John Cox
Network World, 10/25/04

RCR wireless news
Newsweek gains wireless e-mail access via JP Mobile, Sprint

EETIMES ONLINE
JP Mobile to Equip BenQ P50 With SureWave Mobile Connect

ComputerWeekly.com
JP Mobile offers rival to Blackberry
By Matthew Broersma

eWEEK
Vendors Prep Wireless E-Mail Applications
By Carmen Nabel

Wireless
The Wireless Authority™ | W.E.E.K.
Wireless E-Mail Options Expand
More challengers set out to unseat BlackBerry's near dominance in wireless e-mail.
By Brad Smith

Network Computing
Major Players Boost Enterprise Mobility At CTIA

COMPUTERWORLD
Security: The Extra Cost of Going Mobile
By Mary K. Pratt

InformationWeek
BUSINESS INNOVATION POWERED BY TECHNOLOGY
Low-Cost Wireless E-Mail Service Debuts
By M...

RCR wireless news
Cincinnati Bell offers Mobile Office service
August 11

Dallas Business Journal
JP Mobile to supply Newsweek
Jeff Bounds
Staff Writer

silicon india
IPA

smallbizpipeline
Service Gives Small Businesses E-Mail Access Without IT

ZDNet
E-mail service providers line up to support Treo 650
By Rick Broida, ZDNet News