C u r r e n t Communications

☑ NETSOLVE

CASE STUDY: C519

CLIENT: NetSolve

CHALLENGE: NetSolve, a leading provider of remote network management and security services, was coming off a successful IPO. But awareness of the company among prospective customers and the financial/investment community was not where it needed to be. The company's stock price was languishing, sales were sluggish and Craig Tysdal, NetSolve's CEO, was feeling the heat from shareholders, employees and strategic partners.

STRATEGY: An aggressive media outreach designed to have an immediate and measurable impact. We targeted leading trade and technical publications as well as financial media.

RESULTS: News coverage in such media as CNBC, Investor's Business Daily and Network World, NetSove gained much higher awareness in the industry as well as on Wall Street.

IMPACT:

- Numerous customer wins and key, strategic reseller agreements
- Quadruple rise in stock price

