

CASE STUDY:

Entrust Technologies

Introduced public key infrastructure (PKI) technology to the UK and EMEA markets through an educative and customer-centric media and analyst campaign

Challenge

Canadian-based Entrust came to UK/EMEA with its public key infrastructure (PKI) IT security technology, at the time little understood this side of the Atlantic.

The challenge was to first build awareness of PKI as a robust and reliable security foundation, then promote new-to-Europe Entrust as the vendor of first choice for banking, government and other large organisations.

Objectives

- Establish credibility for a new technology and its vendor in a business-critical market.
- Convince the business and technology media that they should be writing about PKI.
- Leverage Entrust's North American customers to win coverage in Europe.
- Position Entrust as the leading vendor in the PKI space.
- Support the UK and European sales teams in winning new business.

Solution

- An educational campaign on PKI in general, but centred around Entrust's technology.
- Collaborative media campaign around existing users as proof points.
- Maintain media momentum with European sales success stories.
- Support Entrust's public flotation on NASDAQ.

Result

Entrust rapidly gained a reputation as a strong and credible vendor in a highly discerning market. The company was featured in a number of broadsheet newspapers and IT industry magazines, including a lengthy interview with a Canadian bank that had deployed Entrust's solution.

Customer wins in the UK followed, notably Royal Mail and Royal Bank of Scotland, and Entrust's PKI was adopted as the security foundation underpinning the Europe-wide Chambersign initiative for secure cross border electronic trading.