

CASE STUDY:

KXEN

Brought KXEN to the attention of media and analysts in the UK, then later Europe and the USA, through briefings and user case studies.

Challenge

France-based KXEN had winning and unique predictive analytics technology, but was being overshadowed in the market by much larger, entrenched vendors with technically inferior solutions.

The challenge was to level the media and analyst playing field by winning the same or better media and analyst coverage than that enjoyed by its more established, more influential and better resourced competitors.

Objectives

- Achieve stronger exposure in business and technology publications.
- Convince a sceptical media and analyst audience of KXEN's business benefits.
- Establish KXEN as a fresh, responsive vendor in an otherwise stale industry.
- Build profile for KXEN's executives as technology pioneers.
- Open doors for the sales team to win new business

SOLUTION

- A media and analyst campaign around users including Vodafone, E.ON, and the Co-op.
- Industry conference presentations delivered by users, focused on business results.
- One-to-one briefings and regular updates with relevant sector technology analysts.
- Compelling entries to industry award schemes.
- Cultivate customers as willing media spokespeople.

Result

Recognised as a technology leader by key analyst firms, the company attracted three further rounds of funding and went on to secure new deals in new markets. It scored four podium places with customers in national awards contests, and was hailed as a pioneer in a market dominated by entrenched suppliers with legacy technologies.