



## CLIENT PERSPECTIVE

### Objectivity, Inc.

#### Jay Jarrell, President and CEO

"Golden Impressions is a strategic member of Objectivity's marketing team, effectively supporting our segment-based approach to the market.

They successfully build awareness and brand recognition for Objectivity and Objectivity/DB our high-end object-oriented database system.

Kristi and the GI team have contributed to 17 consecutive quarters of profitability for Objectivity as we rely heavily on public relations for lead generation and corporate visibility."

#### The Challenge

Having successfully weathered the technology downturn, Objectivity, Inc., a privately held provider of object-oriented database management solutions wanted to re-position the company.

The goal was to define a new identity and messaging that communicated stability, knowledge base expertise and product leadership to audiences and customers within their targeted business segments. These include process control, medical and telecommunications equipment, government, internet infrastructure and financial services.

#### Our solution

Golden Impressions was retained by Objectivity, Inc. to develop and manage their worldwide B2B public relations program. As a part of that effort we developed press releases, press kit materials, pursued awards programs and received coverage from major internet news portals and feature articles in targeted government publications.

We secured the Homeland Security Award on behalf of Objectivity from Government Security News Magazine for the "Best Intelligence Data Fusion and Collaborative Analysis System". GI also submitted and secured the "Best Homeland Security Solution" Award from Federal Computer Week.

Additionally, GI secured the company's inclusion in Software Magazine's "Software 500" listing of the world's largest software vendors for several consecutive years.



Golden Impressions was also responsible for WorldView, Objectivity's most recent international user's conference. This conference featured a Press Conference and a Customer Solutions Showcase venue in addition to an informative program that was kicked off with a keynote speech by Jack Israel, CTO for the FBI. Golden Impressions managed many marketing communications efforts for Objectivity in addition to their public relations program. These include trade shows, literature and sales tool creation in addition to business development activities through a highly focused industry analyst relations program.

Golden Impressions supported the development and delivery of news on Objectivity's latest solutions through announcements, technical articles, commentaries as well as application notes and market briefs. The placements appear in the industry's leading trade publications and online media around the world.

### **The results**

Industry leaders, customers, analysts and marketing partners in the U.S., Europe and Asia compliment Objectivity on its brand recognition and corporate awareness. Golden Impressions has made significant contributions to Objectivity's growth objectives through inclusion in hundreds of feature articles, news coverage reaching hundreds of Millions of readers, more than a hundred speaking engagements, analyst briefings and awards, plus major television and broadcast news programs.

GI collaborated with Geoffrey Moore, author of *Crossing the Chasm*, to develop outreach programs achieving a 500% increase in press coverage and contributing to record revenue levels. Golden Impressions continues to be a strategic resource for Objectivity, having contributed to 17 consecutive quarters of record profitability when they relied heavily on public relations as their primary outreach program for lead generation and corporate visibility.