Building Market Visibility and Demand Across Complex B2B Technology and Insurance Compliance Markets

THE CLIENTS

Aithent, Inc. & Rhoads Online

Two specialized B2B technology companies serving markets where compliance, risk, information management and regulatory requirements are central to the customer environment.

THE COMMERCIALIZATION MANDATE

Build visibility, credibility and demand across specialized markets.

With a common investor, the two companies shared a need to translate complex compliance-oriented offerings into clear market positions, stronger digital experiences and targeted outreach that could support business development and growth.

THE STARTING POINT

Founded in 1991, Aithent was a global information technology company offering specialized services and software solutions across Government, Healthcare, Insurance and Financial Services. The immediate challenge was low awareness for a new service offering and the need for a corporate identity and message that conveyed stability, expertise and leadership to targeted financial-sector audiences including banks, insurance companies and credit unions.

GI was initially engaged to launch and promote Aithent's Hosted FPI (Fraud Protection and Investigation) solution. Working within a three-week window, GI developed new company and product positioning with senior management, then built the communications and demand-generation program around it.

FROM PRODUCT LAUNCH TO MARKET PLATFORM

GI created Aithent's company backgrounder and Business Wire profile, press announcements around the Hosted FPI product and first customer deployment, a lead-fulfillment email campaign, white papers, customer-derived press content and an executive presentation for business development. GI also worked with management on the branding and logo for the business unit.

The engagement later expanded into a broader promotional program around Aithent's Disputes Management solution. GI updated the corporate image, implemented Zoho CRM, wrote and redesigned the website, positioned Aithent as a Financial Services market leader, and activated multi-tiered email campaigns, PR placements and in-depth white papers.

THE GI INSIGHT

For a complex B2B technology company, commercialization depends on translating technical capability into a market position buyers can understand and trust—then creating enough visibility, proof and engagement to move prospects into the sales process.

THE RHOADS ONLINE EXTENSION

The same investor group also owns Rhoads Online, an insurance compliance company. GI extended the commercialization approach to Rhoads by writing and designing its website and conducting multiple targeted outreach campaigns — using the same core discipline of positioning, digital presence and direct market activation in a specialized insurance market.

BUILDING THE COMMERCIALIZATION SYSTEM

From Market Positioning to Qualified Demand

The Aithent and Rhoads Online work shows how GI turned complex, specialized offerings into market-facing programs that connected positioning, content, digital experience, outreach, events and sales development.

01	RESEARCH THE MARKET	Understand the vertical, buyer environment and prospect “hot buttons” so positioning and value propositions reflect how the market actually evaluates the solution. Aithent's client specifically cited GI's research across multiple verticals.
02	SHARPEN POSITIONING	Develop corporate and product positioning that communicates stability, expertise, leadership and differentiated value to targeted Financial Services, Government, Healthcare, Insurance and Business Services audiences.
03	BUILD THE DIGITAL FRONT DOOR	Write, design and redesign websites so the company's story, value propositions and calls-to-action support demand generation. Aithent's new website more than tripled traffic initially and later increased visitor traffic and length of stay by more than 200%.
04	CREATE MARKET AWARENESS	Use PR announcements, customer application stories, white papers, blogs and trade-media placements to establish credibility and keep solution advancements visible in the market.
05	ACTIVATE PROSPECTS	Build multi-tiered email and lead-fulfillment campaigns that capture interest and move prospects toward the business-development team; support the process with CRM infrastructure.
06	SUPPORT EVENTS & SALES	Coordinate trade-show presence and market-facing activities, then equip business development with executive presentations and supporting content so awareness can convert into higher-quality leads.

ONE COMMERCIALIZATION DISCIPLINE ACROSS TWO COMPANIES

AITHENT

Financial Services, Government, Healthcare, Insurance and Business Services—using corporate repositioning, product launches, website development, PR, white papers, email campaigns, CRM and sales enablement.

RHOADS ONLINE

Insurance compliance—using website strategy, content and targeted outreach campaigns to create visibility and direct engagement in a specialized insurance market.

FROM POSITIONING TO MARKET DEVELOPMENT

When a technology company serves multiple complex verticals, the job is to make its expertise visible, its value propositions relevant and its market presence credible enough to support business development.

GI built that bridge through research, positioning, website strategy, content, thought leadership, PR, email campaigns, CRM, sales enablement and event support. The same approach extended to Rhoads Online, applying the discipline to a specialized insurance compliance business.

Creating the Conditions for Better Business Development

Aithent's commercialization program was designed to make the company easier to understand, easier to find and more credible when prospects encountered it. The work combined market research, positioning, thought leadership, digital experience and direct outreach.

THOUGHT LEADERSHIP

Blogs, white papers, customer application stories and trade-publication placements established Aithent as a knowledgeable voice in its targeted verticals. Venu Gopal specifically credited GI with establishing Aithent as a thought leader.

SALES ENABLEMENT

The executive presentation, lead-fulfillment email program, product launch materials and customer-derived content gave Aithent's business-development organization a coherent story and supporting proof.

DIGITAL DEMAND

Website strategy and redesign were used to convert awareness into engagement. The documented result was higher traffic, longer visits and higher-quality leads.

DIRECT OUTREACH

Multi-tiered email campaigns and targeted outreach programs created a direct path from market awareness to prospect engagement.

EVENT / MARKET PRESENCE

GI selected a new trade-show exhibit for Aithent's future shows and trade events, extending the positioning into physical market encounters.

PORTFOLIO LEVERAGE

The same commercialization discipline was extended to Rhoads Online, another company owned by the same investor group, creating a repeatable approach for specialized B2B markets.

THE STRATEGIC ARC

The work moved Aithent from low awareness around a new offering toward a strong Financial Services market position, while preserving relevance across Government, Healthcare, Insurance and Business Services. The company's messaging, website, content, PR, outreach and sales tools worked together rather than as isolated marketing activities.

The documented 2019 acquisition in the Disputes Management area provides an especially important proof point: GI's awareness-building efforts helped set the climate for the acquisition and strengthened Aithent's marketplace position.

CLIENT PERSPECTIVE

"GI has established Aithent as a thought leader through blogs, white papers and a new website that more than tripled our traffic instantly."

— Venu Gopal, President, Aithent

THE BUSINESS IMPACT

Commercialization That Increased Visibility, Engagement and Market Value

Aithent's results demonstrate the commercial value of connecting positioning, digital experience, awareness and direct demand generation. The documented outcomes range from immediate media reach to significant website engagement and a later acquisition in the Disputes Management area.

60+ MAJOR MEDIA OUTLETS

Aithent news generated coverage by more than 60 major news portals and media outlets, reaching more than 26 million potential readers.

200%+ WEBSITE ENGAGEMENT GROWTH

The new website increased visitor traffic and length of stay by more than 200% and generated much higher-quality leads.

3× INITIAL TRAFFIC

Aithent's president reported that the new website more than tripled traffic instantly.

FINANCIAL SERVICES LEADERSHIP

GI positioned Aithent as a Financial Services market leader through website content and design, email campaigns, PR placements and in-depth white papers.

HIGHER-QUALITY LEADS

The website and integrated promotional program produced higher-quality leads, moving the effort beyond awareness into business-development value.

ACQUISITION CLIMATE

In 2019, the awareness created by the program helped set the climate for an acquisition by Aithent in the Disputes Management area, further strengthening its marketplace position.

RESEARCH → POSITION → BUILD CREDIBILITY → CREATE DEMAND → ENABLE SALES → CREATE MARKET VALUE

Golden Impressions | Strategy. Message. Impact.