From Technology Repositioning to Market Engagement & Recognition, Lead Generation leading to Record Profitability

THE CLIENT

Objectivity, Inc. | Privately held provider of object-oriented database management solutions.

THE COMMERCIALIZATION MANDATE

Reposition the company around stability, expertise and product leadership; build market credibility and recognition; and turn visibility into sustained lead generation, corporate visibility and commercial growth.

THE STARTING POINT

Objectivity, Inc. had successfully weathered the technology downturn, but the privately held provider of object-oriented database management solutions needed to reposition the company for its next stage. The challenge was not simply to promote Objectivity/DB; it was to define a new identity that communicated stability, knowledge-base expertise and product leadership.

The company served targeted segments including process control, medical and telecommunications equipment, government, internet infrastructure and financial services. GI needed to help Objectivity become more visible, credible and relevant across those markets—and turn that recognition into sustained lead generation and corporate visibility.

THE GI INSIGHT

> THE WORK COULD NOT BE TREATED AS A SERIES OF MARKETING PROJECTS.
> GI needed to build the commercial system around the company's repositioning—starting with an extensive market segmentation exercise and a communications and message matrix that defined core corporate messaging and vertical-market messaging spins for each prospect type within each targeted market. That strategic foundation ensured every communication reinforced the same Objectivity story, with one consistent voice across customers, prospects, analysts, media, partners and other stakeholders.

THE FIRST MOVE: REPOSITION THE COMPANY AROUND CREDIBILITY AND MARKET LEADERSHIP

GI developed and managed a worldwide B2B public relations program designed to establish a stronger identity and market position. The work translated Objectivity's expertise and product leadership into a consistent narrative for customers, industry analysts, media, partners and targeted business segments.

MARKET RECOGNITION

GI built credibility through press releases, press kits, targeted feature articles, major internet news portals, government publications and award programs. Objectivity received the Homeland Security Award from Government Security News Magazine for the "Best Intelligence Data Fusion and Collaborative Analysis System," as well as the "Best Homeland Security Solution" Award from Federal Computer Week.

GI also secured Objectivity's inclusion in Software Magazine's "Software 500" listing for several consecutive years. These recognitions gave the company third-party validation that could reinforce its repositioning across targeted markets.

MARKET RECOGNITION

Awards, Software 500 recognition and broad media visibility established third-party credibility for Objectivity across U.S., European and Asian markets.

BUILDING THE COMMERCIAL SYSTEM

From Repositioning to Market Engagement

The repositioning became a broader commercialization system. GI connected public relations with trade shows, literature and sales tools, analyst relations, technical content, market briefs, awards and executive visibility—creating multiple paths for the market to encounter and validate Objectivity.

01	**REPOSITION**	Define the identity, expertise and product leadership Objectivity needed to communicate. Segment the market by targeted vertical and prospect type, then build the communications and message matrix that connected core corporate messaging to the appropriate market-specific story.
02	**BUILD CREDIBILITY**	Use PR, awards, analyst relations and third-party recognition to establish market confidence.
03	**CREATE ENGAGEMENT**	Bring the story into trade shows, executive programs, customer forums and targeted media.
04	**SUPPORT DEMAND**	Develop literature, sales tools, technical articles, application notes and market briefs that help generate and advance opportunities.
05	**EXPAND REACH**	Extend visibility across U.S., Europe and Asia through worldwide media and analyst relationships.
06	**REPEAT & EVOLVE**	Adapt the program as new solutions, market segments and opportunities emerge.

CREATING MARKET ENGAGEMENT

GI managed many of Objectivity's marketing communications efforts in addition to the public relations program. These included trade shows, literature and sales-tool creation, and business-development activity through a focused industry analyst relations program.

GI also supported the development and delivery of news on Objectivity's latest solutions through announcements, technical articles, commentaries, application notes and market briefs. WorldView, Objectivity's international users' conference, added a customer and market-engagement platform featuring a press conference, Customer Solutions Showcase and a keynote from Jack Israel, CTO for the FBI.

WHAT THE CLIENT SAW "Golden Impressions is a strategic member of Objectivity's marketing team, effectively supporting our segment-based approach to the market." — Jay Jarrell, President & CEO

COMMERCIALIZATION IN PRACTICE

- Market intelligence & segment-based positioning
- Public relations & corporate visibility
- Thought leadership & technical content
- Analyst relations & business development
- Trade shows, user conferences & executive visibility
- Awards, recognition & third-party credibility

ADAPTING THE PROGRAM ACROSS THE MARKET

GI extended the program across Objectivity's targeted industries and geographies, using the segmentation and message matrix to tailor the story to each prospect type within process control, medical and telecommunications equipment, government, internet infrastructure and financial services. The vertical-market spins changed the relevance and emphasis—not the underlying corporate message—so Objectivity could speak directly to different audiences while maintaining one consistent voice.

WHAT THE MARKET SAW

Industry leaders, customers, analysts and marketing partners in the U.S., Europe and Asia recognized Objectivity for its brand awareness and corporate presence. The program produced hundreds of feature articles, coverage reaching hundreds of millions of readers, more than 100 speaking engagements, analyst briefings and awards, plus major television and broadcast news programs.

THE BUSINESS IMPACT

Commercialization That Produced Market Results

The strength of the Objectivity engagement was the connection between strategic repositioning, market credibility, sustained engagement and measurable business outcomes—not the volume of individual marketing activities.

500% INCREASE IN PRESS COVERAGE

GI collaborated with Geoffrey Moore, author of Crossing the Chasm, to develop outreach programs that achieved a 500% increase in press coverage.

RECORD REVENUE LEVELS

The expanded market-recognition and outreach program contributed to record revenue levels.

17 CONSECUTIVE QUARTERS

GI contributed to 17 consecutive quarters of record profitability while Objectivity relied heavily on public relations for lead generation and corporate visibility.

100+ SPEAKING & RECOGNITION MOMENTS

More than 100 speaking engagements, analyst briefings and awards helped extend executive and corporate visibility.

GLOBAL MARKET RECOGNITION

Industry leaders, customers, analysts and marketing partners across the U.S., Europe and Asia recognized Objectivity for its brand awareness and corporate presence.

STRATEGIC MARKETING RESOURCE

Objectivity's CEO described GI as a strategic member of the marketing team, supporting the company's segment-based approach to the market.

Commercialization in Action

Looking across the Objectivity engagement, GI's work connects the elements required to move a sophisticated technology company toward market recognition and growth: repositioning the company, establishing credibility, engaging the right audiences, creating demand, developing third-party validation, and reinforcing the story across markets.

GI connects technology, market understanding, market confidence and adoption to commercial growth.

TECHNOLOGY → MARKET UNDERSTANDING → MARKET CONFIDENCE → ADOPTION → COMMERCIAL GROWTH

Golden Impressions | Strategy. Message. Impact.