



CLIENT: Guardium

AGENCY: Corporate Ink

SITUATION

Guardium is the emerging market leader for comprehensive database security and compliance technology. The company protects organizations' most valuable asset – its data – from external hackers and trusted insiders, both those attempting corporate espionage and those who mistakenly violate network policy.

The challenges: Typical with early-stage, venture-backed companies, Guardium is facing the dual goals of educating the market – including prospects, analysts and media – along with rising above the noise of aggressive competitors with similar offerings. Additionally, some competitors have security pioneers on their executive teams and big-name customers to showcase, giving them instant credibility with key influencers.

Corporate Ink's goal is to position Guardium as the only company tackling both database security and compliance in a single solution, thereby distinguishing it from competitors' incomplete offerings. Additionally, we've had to justify the need for the company's solutions compared with complimentary technology (such as encryption), demonstrating that there is no panacea for company's data protection strategies.

STRATEGY AND TACTICS

We leveraged core technical and vertical press with whom we had deep relationships, and cultivated new contacts in database and compliance publications. Executives have explained complicated technologies, pieces of legislation and best practices for readers, making themselves frequent experts for ongoing market developments.

Most notably, we bested competitors by securing company executives to address breaking news, including new data breaches and critical software vulnerabilities in Oracle products.

Additionally, we orchestrated a four-month "launch" campaign around a new product and funding from Cisco, highlighted by 6 desk-side briefings with key reporters and editors.

RESULTS

Guardium leads thought leadership in the market, and is framing key issues around safeguarding databases – without on-the-record customer endorsement. The company is educating many vertical sectors on the value of dedicated database security and compliance solutions, and is providing actionable recommendations for enterprises to evaluate their needs.

One testament to the company's overall visibility: the number of unique visitors to Guardium's Web site is up nearly two and a half times in the 6 months since we started the PR program.