

Zend Technologies, Cupertino, CA (USA) – www.zend.com/it

Challenge:

- To widen PHP community in Italy
- To sell products and services to individual PHP developers and enterprises

Strategy and Action: Editing of case studies (FIAT car manufacturer was the first one) to be published on the corporate web. Italian edition of the website. Interviews to the founders Zeev Suraski and Andi Gutmans. Lectures in the most important Universities of Zend Case Study. Education and training programs, also carried on with partners (IBM). Media Relations both online and offline. B2B. Organization of frequent events.

Results: according to client, Zend had doubled in one year its sales in Italy and an Italian subsidiary has been created.