

## Rainier Helps Enterprise Innovator Emerge from the Pack



### ► **Challenge: Establish leadership in crowded field**

DataMirror came to Rainier with a big challenge: the company wanted to establish itself as the leading provider of data-integration software for the emerging wired and wireless broadband markets.

Rainier executed a multi-pronged PR campaign specifically designed to help DataMirror gain traction in the crowded software-integration market. The agency created a strong issues-focused (as opposed to product-focused) news agenda that:

- *Positioned* DataMirror as the technology market leader
- *Reinforced* the company's positive reputation to increase brand awareness
- *Focused* aggressively on key competitors, which included commenting on competitors' news
- *Publicized* a steady pipeline of new contract wins, product enhancements and partnerships to demonstrate DataMirror's continuing success

### ► **Results: An "unprecedented level of positive global coverage for DataMirror"**

During Rainier's first year as DataMirror's agency, the results poured in. Media coverage resulted from aggressive editorial outreach, and positive articles appeared in noted industry trade publications such as *Database Trends & Applications*, *iSeries Magazine*, *KM World*, and *SAP Insider*.

Rainier also executed an analyst relations program for DataMirror that included outreach to the top analyst firms in the market at that time. Consequently, DataMirror and its products appeared in many key analyst reports, including Aberdeen, Gartner, Giga, Information, Hurwitz, IDC and Meta.

DataMirror also secured numerous highly-visible speaking opportunities as a result of Rainier's efforts. Executives spoke at eBusiness World Expo, the Hanscom AFB Information Technology Conference, and Knowledge Management Conference and Expo, which helped to position them as industry leaders.



"Rainier has built relationships with analysts and the trade press that have now begun to pay off in an unprecedented level of positive global coverage for DataMirror and its technologies."

► Nigel Stokes, CEO



## ► Strategy: Aggressive, multi-pronged PR campaign

Rainier employed a number of tactics to highlight the strength of DataMirror's devoted customer base, and to confront its competitors head-on. The agency formulated a plan to increase visibility of customer success stories, focusing on four to six key customers in each market, and gaining significant press coverage for each. Rainier also compared DataMirror with key integration competitors in the UK and US, pinpointing how DataMirror's solution differed and provided tangible return on investment.

Additionally, Rainier built on DataMirror's existing media and analyst relationships, and expanded them to include a wider network of business and IT press. The agency also wrote presentations, conducted media training for the company, and aided in crucial message development for DataMirror.

The combined efforts succeeding in establishing DataMirror as a leading provider of data integration software, eventually leading to an acquisition by industry-giant IBM for about \$175.

