



PR Works Overview

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Who We Are

- Marketing communications counsel and services to companies in technology
- Firm started in late 1995
- Virtual team model to provide optimal value and experience to clients, with minimal agency overhead
- Deep experience in tech trade association and industry standards groups, including SCSI Trade Association, Asia Cloud, Infiniband, others
- Extensive experience with early to late stage start-ups with angel, private or venture funding

Association Experience

- Trusted Computing Group, 2004 – present
- Asia Cloud: assisted with launch 2010
- SCSI Trade Association, 1999-2003
- Infiniband (formerly NGIO)
- I2O
- USB (assisted with launch, etc. through Intel)

Association PR/Market Communications Unique

- You are marketing ingredients (specs/standards) not products
- Volunteer based: no product team or infrastructure; have to work with gaps
- Volunteers typically not marketing – usually engineers, lab people, etc.
- Specs/standards range from bleeding edge to early adopter stage typically; often creating new categories

Current Clients

- In addition to TCG...
- eEye Digital Security: unified vulnerability management solution
 - Work with marketing team on communications strategy and planning
 - Managing media and analyst relations
 - Developing news releases and other materials
 - Topics: vulnerability assessment/management, threats, exploits, Patch Tuesday, big data, cloud and mobile device security
- Code Green Networks: data loss prevention solutions
 - Managing media and analyst relations
 - Developing news releases and other materials, including blog and case studies
 - Contributed articles program
 - Topics: DLP, data leakage, mobile device security

Other Experience

- Intel Corp.: embedded systems (networking, printers, automotive and more), manageability, digital video, other divisions and products
- Andigilog: category creation for mixed-signal devices for heat sensing in CE and mobile systems
- SiVerion: start-up in semiconductor yield analysis
- Tanner EDA: private firm providing EDA tools for semi design
- Visitalk.com: consumer-focused marketing support for VoIP audio/video calling service
- Vcommerce.com: PR management for provider of ecommerce infrastructure services

Relevant Experience by Technology

- IT security
- Networking, including NAC and related
- Storage devices
- Semiconductor
- Mobile devices on various OS, HW
- Embedded systems including automotive, networking, printers

What is Market Communications?

- We help clients communicate their company, product or issue messages to relevant stakeholders
- We use a variety of tools
 - Media relations
 - Analyst relations
 - Peer relations
 - Customer marketing



How We Work With Clients

- Provide marketing communications and PR planning and program support
- Work closely with marketing and/or marcom to plan and implement programs
- For associations, work with work group experts
- Help monitor success and metrics of

Programs Offered

■ Media relations

- Responding to media calls and requests,
- Pitch clients to publications that plan to cover a related topic
- Maintain a number of press lists

■ Analyst relations

- Relationship management
- Track reports so as to get info on clients and market segments.
- Work with firms & independent analysts on creating research reports, articles and blogs.
- Initiate and manage paid research programs such as the Ponemon, Coughlin and IDC reports

■ Contributed articles program

- Create proposals and place in IT and security publications
- Equivalent to tens of thousands, or hundreds of thousands, of advertising in a publication or on a site.

Programs...

■ Speakership program

- Research events, track deadlines and requirements and submit proposals
- Create proposals with input and approval from various work group experts
- Maintain bank of bios, photos and topics for re-use

■ Social networking

- Provide updates/content and track activity on Twitter, LinkedIn & other relevant social sites
- Create blog content, work with experts on such content and help promote

■ Materials

- Create and maintain fact sheets, FAQs, backgrounder, timelines, backgrounders, case studies and other materials

■ Advertising

- Set up and maintain Google AdWords
- Work with MWG and admin on other advertising and paid white paper campaigns

Examples: For TCG

- All of the programs referenced on previous two slides
- In addition, provide strategic input, recommendations to MWG and TCG admin on marketing-related issues, tools and activities
- Interactive relationships with MWG and WG members to ID and track potential marketing or PR opportunities
- Short-term and longer-range planning