

Initiate Systems

Background: Initiate Systems enables organizations to strategically leverage and share critical data assets. The company's master data management (MDM) software and experience provide complete, accurate, and real-time views of data spread across multiple sources—letting organizations unlock the value of that data and turn information into trusted intelligence.

Challenge: Initiate wanted to establish a thought leadership position within the Government IT market in order to increase business from government customers. Initiate Systems needed to find a way to be heard—and trusted—by government leaders who were rooted in legacy-based thought.

ENC Solution: ENC created and implemented a strategic public relations plan over the course of one year.

Phase One: Awareness

Familiarize industry leaders with Initiate's Chief Scientist's background, experience, and expertise in order to demonstrate Initiate's unique technical capabilities.

Phase Two: Contribution

Write approved stories for representatives and provide to media as bylined articles.

Phase Three: Recognition

Market begins to recognize individual as a thought leader. Individual begins receiving requests to be referenced, provide insight, and offer valuable advice in his area of expertise. Initiate begins to be perceived as a thought leader.

Results: Through increasingly visible phases, this key individual was successfully accepted as a thought leader and called upon for insight and commentary as an expert in his field—ultimately creating awareness and trust for Initiate Systems within the Government IT market.

Phase 1 Placements

- June 2006: Scott Schumacher, Initiate's Chief Scientist, quoted in *Government Health IT* as official spokesperson in article written about Initiate Systems and its technology
- September 2006: Opinion piece by Scott Schumacher in *Government Computer News*

Phase 2 Placements

- November 2006: Byline article by Scott Schumacher in *Government Health IT* magazine
- February 2007: Byline article by Scott Schumacher in *Public CIO*
- April 2007: Speaking engagement for Scott Schumacher within a highly respected Government IT Speaker Series [American Council for Technology (ACT)/Industry Advisory Council (IAC)]

Phase 3 Placements

- April 2007: Scott Schumacher contacted, and prominently featured, in the cover story of *Government Health IT* magazine on relevant and pressing issues on Government Health IT technology
- June 2007: Scott Schumacher contacted, and later quoted, for the cover story of *Federal Computer Week* on pressing issues facing Homeland Security (issue dated August, 2007)



B2G: Creating awareness, credibility, and thought leadership for a company that lacked government past performance

Services Employed



Strategic Planning and Consulting



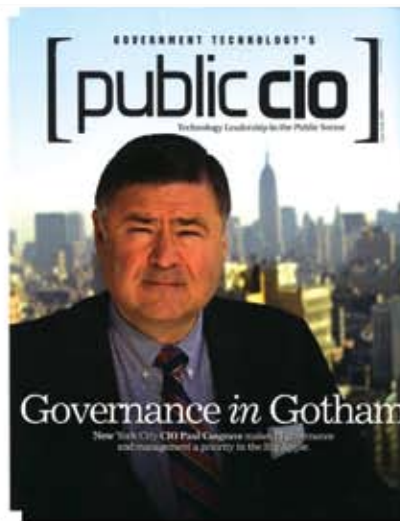
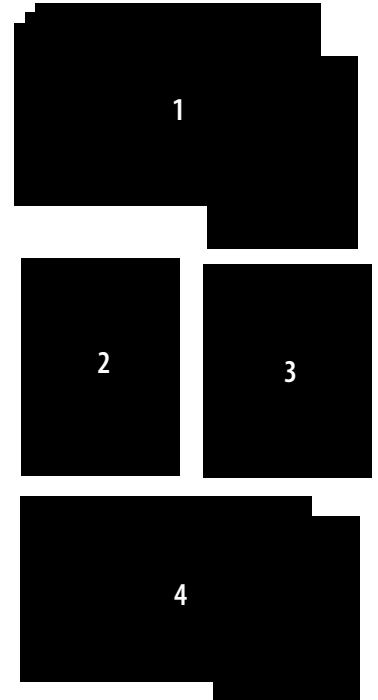
Branding and Strategic Messaging



Public Relations



Initiate Systems



- 1) Federal Computer Week
- 2) Information Week
- 3) Public CIO
- 4) Government Health IT

