



JRocket Benefit:

Analyst Strategy  
& Tactics

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## ***Deltek Benefits from JRocket's Nitro Service***

Deltek is a leading provider of application software and solutions to more than 8,000 project businesses and professional services firms. Based in Herndon, VA, the company has steadily increased its market presence since its' founding in 1983.

While Deltek's customer marketing efforts were largely on track, Cyndia Biver, the company's Director of Marketing, knew that they would benefit from repositioned messaging in the analyst community. But she also knew that it wouldn't be easy to convince management of the benefits of bringing in an outside vendor. "I had gotten a call from Judith Rothrock at JRocket Marketing," she recalled. "But really, I only called her back as a courtesy. We weren't looking to bring anyone in."

But during that courtesy call, Biver became intrigued by JRocket and particularly the Nitro™ Service, a 12-month value-added technology analyst relations program, targeting firms like Meta Group, IDC, Forrester, Gartner Group and others. Before Biver hung up the phone, she had changed her mind. "I knew right away that Nitro was a perfect fit – a bite-sized program that is not a huge commitment, and that is focused solely on a need that is not well-met internally, or by PR agencies. Also, it was clear from Judith's enthusiasm and expertise that she was someone who I really wanted to work with." Biver was able to "sell" the idea to her management team; an effort that was greatly assisted by the finite, focused dimensions of the Nitro package.

Executive Vice President Rick Lowrey is glad that JRocket Marketing came aboard.

"We're a conservative firm," he noted. "And Judith helped us initiate a more aggressive reach into the market." Within the first 90 days of the engagement, JRocket delivered 11 analyst interviews and dictated the concept behind a new product demo that one analyst called "the best software demo I have ever seen...and I've seen a lot."

**"The Nitro Service is a  
very persuasive option..."**  
- Rick Lowrey

"Judith brings passion and vigor to her work that is completely infectious," Lowrey said. Biver agreed, saying "Management was a bit skeptical at first, but now they're totally jazzed." With good reason. In redesigning Deltek's analyst presentation, JRocket Marketing has repositioned the company as a higher profile, top five ERP provider, creating a momentum that Biver's staff is perpetuating.

Over on the business side, Lowrey is confident that the firm will see measurable increases as the new messaging filters through the market. "We're taking a long-term approach, as far as results go," he said. "And we feel that we've gotten a jump-start on the right track. The key differentiator is that JRocket excels in both the strategic and the tactical arenas. You just don't find that with most marketing consultants. And the Nitro service is a very persuasive option for companies that want to strengthen their ties to this powerful group of technology business influencers."