



JRocket Benefit:

Clarity

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## Messaging Clarity For FlashMap Systems

FlashMap Systems, Inc. is a leading Information Technology consulting and education firm based in Newton, Mass. Their core product, FlashAtlas, is a graphical tool that lets IT managers easily see the “big picture” of their enterprise architecture and software inventory. FlashAtlas helps companies do comparative product analyses, identify holes in their architecture, communicate standards and track compliance to those standards. The sudden gain in clarity provided by FlashAtlas reveals efficiencies and savings that are almost too numerous to imagine.

Company Founder and President, Jeff Tash is a respected industry expert who has lectured throughout the world and is the author of the popular Client/Server Road Map Series published in *Computerworld*. He and Lois Aronson, Vice President of Sales, knew they needed a clearly defined marketing strategy. “FlashAtlas was new,” said Aronson “and, internally, different people had different interpretations of exactly how we should sell it. We needed a consensus.” “Our product provides clarity to the users,” added Tash. “So it was all the more essential that we have clarity in our marketing strategy.”

### Bringing in JRocket Marketing

JRocket Marketing was brought in to meet the need. Though FlashAtlas is largely targeted to Fortune 1000 companies, FlashMap Systems itself is not a large entity. They could not support an open-ended, unfocused marketing effort. “It was immediately apparent,” says Aronson, “that Judith Rothrock quickly understood our

business.” Tash agreed. “She’s able to quickly get her arms around the essence of what’s needed, really throw herself into the activity, and come back with demonstrable results.” he said.

Research conducted by JRocket revealed five distinct markets that will prove fruitful for FlashMap Systems. Rothrock crafted individual strategies for each market, with all the strategies using consistent messaging. This multi-faceted approach channels efficient effort at each target market, and it also serves to unify internal communication and pipeline management within FlashMap.

**“JRocket Marketing... quickly gets to the essence... and comes back with demonstrable results.”**

**- Jeff Tash**

### The Cloning Problem

Aronson noted that the hit-and-run mentality of many consultants is absent from their relationship with JRocket. “The unexpected thing we got out of working with Judith is a friend. She has a lot of contacts and experience. And she’s creative and a lot of fun to work with.” Tash said, in closing, “I think she likes to leave her customers feeling that she exceeded their expectations, even when those expectations were very high at the outset. The only problem is: how do we clone her?”