



JRocket Benefit:

Analyst
Relations

The Grape Escape – Success in Greenwich

High tech industry analysts sometimes feel like they are under siege. PR agencies make frequent pitches to them, often by junior staffers whose knowledge of the industry does not nearly approach that of the analyst. And the analyst relations programs of many companies, especially medium to small sized organizations, are often run in fits and starts or even neglected completely.

JRocket Marketing has developed an effective way to meet the messaging needs of their high tech clients while also assuring industry analysts of a productive and enjoyable use of their time: the Grape Escape.

The Grape Escape is an informal gathering of client executives and industry analysts held in a five-star restaurant featuring gourmet foods and wine. A recent Grape Escape was held in the wine cellar at Valbella's restaurant in Old Greenwich, CT, where 22 attendees experienced first-hand the value of this relaxed and informational program.

Moderated by Judith Rothrock, CEO of JRocket Marketing, the event featured short presentations by Aligo, Deltek and Timeline, each of whom also had customers in attendance. San Francisco based Aligo is a global leader in end-to-end mobile business solutions. Deltek, based in Herndon, VA, is the leading

provider of enterprise software solutions for project-based businesses. Timeline is a developer and patent-holder of financial management software suites and is based in Bellevue, WA.

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- Henry Morris, IDC

“The evening was a great success,” said analyst Rob Kugel of Ventana Research. In addition to Ventana, the analyst firms represented were Meta Group and IDC. “The evening was everything we designed it to be,” enthused Rothrock. “This is really a fun way for tech firms to get the word out, disseminate soft news and build valuable analyst relations.” Ken deLaski, CEO of Deltek, agrees. “It’s clear that the analyst community has a very high degree of confidence in JRocket Marketing,” he said. “That makes an evening like this a very comfortable way for us to maintain our presence.”

That confidence is born of Rothrock’s experience – more than 15 years – with industry analysts. “None of us were surprised that the event was a success,” said Henry Morris, senior vice president of IDC. “Judy is a pro. She makes it look easy.”

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Each of the three tech firms made a short presentation, followed by mingling, noshing and wine tasting. “The atmosphere was conducive to discussions with vendor executives,” said Barry Wilderman, SVP at the Meta Group, “and the informality of it worked well.” Robert Smith, CEO of Aligo, agreed. “The scale was just right,” he said. “Having three presenters allows each to get his message across without boring people. It didn’t feel like a lecture.”

Each of the 22 attendees had time to explore topics offline, to make contacts and to socialize in an unpressured setting.

The Grape Escape is offered as a feature of the JRocket Nitro™ program, a 12-month program of technology analyst relations. It targets one of the most neglected areas of technology marketing: the access to and utilization of key industry technology influencers who yield prospect leads and PR opportunities.

However, JRocket may modularize the Grape Escape event, making it available beyond the boundaries of the Nitro program. “Most young high tech firms pour all their resources into product development,” notes Rothrock, “and rightly so. Often when they try to manage analyst relations as a kind of side effort they end up doing more harm than good.” To this end, JRocket has tailored consulting products that effectively provides a multi-faceted Chief Marketing Officer for hire.

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The Grape Escape is an offering that many feel is going to become an increasingly popular way to do business in a tough economic environment. “I’m certainly glad we participated,” said Charles Osenbaugh, CEO of Timeline. “We would not hesitate to recommend the Grape Escape format in particular, and JRocket Marketing in general,” he said.

