



**JRocket Benefit:
Marketing
Jumpstart**

Meridian Defines New Market Space

Meridian Systems is an innovator of enterprise software solutions that optimize the Plan, Build, and the Operate phases of physical infrastructure programs. Founded in 1993, the Folsom, CA, based company supports more than 8,500 customers including building owners, engineering firms, construction companies and government agencies.

The company's historical expertise is in Project and Portfolio Management (PPM) software. "Over time," recalls Sue Watkins, Director of Marketing, "we saw our larger enterprise clients pushing our client/server tool beyond its intended design. We recognized an opportunity to build one comprehensive software system that integrated PPM functions seamlessly with Facilities Management functions. No one else had done that."

So Meridian started with a clean sheet of paper and drew up an enterprise-level system based on the versatile new web services architecture. The product, called Proliance, was launched in October, 2003. "But now," Watkins says, "we were targeting global markets: the Global 2000, the Fortune 500. And we needed to sell beyond the operational buyer. We needed to sell to the executive buyer, the IT buyer, and our sales cycle had a lot more decision points to go through. So we needed to start working with industry influencers, specifically the analysts."

Watkins recognized this as a one-time endeavor, not an area where she wanted to build expertise in-house over time. "We needed a jump-start to get on the analyst radar. If we did it on our own, it would

probably take a lot longer, cost a lot more, and we probably wouldn't make the best decisions." She turned to JRocket Marketing.

"Judith Rothrock got us in front of the senior people at the top five analyst firms. We held a Grape Escape event, a JRocket specialty. We had thirteen analysts attend that, and it was a perfect, casual way to get our message across."

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"Rothrock also counseled us to pursue some research projects that have helped us in our marketing" Watkins said. "And she worked with us to craft our sales message to a much higher level; a more business problem-solving message." In addition, Rothrock clearly positioned Meridian as the founders of a new market segment: Infrastructure Lifestyle Management. "Judith really pushed us to take an aggressive role in naming the new market space and in garnering analyst validation for it. You don't get to do that every day," said Watkins.

Did the jump start work? "Definitely," Watkins said. "We were able to achieve our specific milestones, and identify an individual analyst firm to help us with on our sales and marketing activities. JRocket Marketing can provide huge leverage for companies like ours."