



JRocket Benefit:

M&A Spotlight

Master Marketing: The Vigilance-Harmony Merger

Vigilance is a leading provider of real-time, supply chain performance management solutions for a broad spectrum of companies spanning the manufacturing, logistics, and retail industries. The company's proactive business intelligence provides bottom-line results for companies such as Hewlett-Packard, Avnet, BP/Castrol, Seagate and Dresser. Vigilance leaders foresaw key synergies when they compared their offerings with those of Harmony Software, and the two companies agreed to merge, retaining the Vigilance name.

JRocket Marketing was brought in to handle the merger marketing – and more. To Vigilance CEO Rocky Gunderson, the launch positioning and market communications were equally balanced against the internal communication and unity needed to realize the full potential of the new entity. “The two distinct marketing needs share common factors,” he said. “But they require different skills and sensitivities. We needed to bring someone on board who would do more than go through a cookie-cutter M&A launch process.”

With JRocket Marketing, they hit both targets. “Judith Rothrock brings a passion and deep understanding to launch projects. She is very strong in eliciting external opinion and getting industry and analyst feedback. Plus, she made an enthusiastic effort and really analyzed customer benefits from this merger,” Gunderson said. This was accomplished while JRocket Marketing was executing and overseeing an entire merger launch, from making sure folks were

assigned to review and execute on a new marketing tagline, to framing the press release, to making sure they had the blended website and business cards completed. And she accomplished all of this in a period of only eight weeks. “From the smallest details to the big picture, JRocket brought a sense of mission and genuine excitement,” Gunderson said. “The launch really put us in the spotlight. We hit our expectations at the very highest end of the scale.”

“We needed more than a cookie-cutter M&A launch process.”

- Rocky Gunderson

“One of Judith's real values,” he continued, “is that she gets companies up to a solid position where they can move forward independently in a focused, results-oriented way. Our folks feel that the contribution Judith made is very valuable, even those who didn't initially buy into the need for external support came around. They are now convinced of the benefits of well-coordinated marketing and have carried forward with consistent messaging from the launch through to outbound marketing and lead generation without missing a beat.”

“A merger,” Gunderson concluded “is an event. Like the proverbial one-chance to make a first impression, you only get one shot at initiating market perception for the new entity. We're glad we took our shot with JRocket Marketing.”