



information
technology
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services

Customer Success Story

IT Global Services Group (ITGS) Provides Marketing & Press Relations Support to Radware in France, the UK, Spain and Italy



RADWARE (NASDAQ:RDWR) is the global leader in the Intelligent Application Switching (IAS) market. Radware Intelligent Application Switching (IAS) enables the full availability, maximum performance and complete security for mission critical networked applications while dramatically cutting operating and scaling costs. Radware's integrated Application Security, Application Infrastructure and End-to-End Connectivity solutions are deployed by over 2,500 enterprises and carriers worldwide. RadIT Global Services Group (ITGS) Provides Marketing & Press Relations Support to Radware in France, the UK, Spain and Italy ware offers the broadest product line in the industry meeting application needs at every critical point across the network including Web and Application Servers, Firewalls, VPNs, ISP links, Anti-Virus Gateways and Cache.

The Challenge : Supporting Business Growth through Marketing Communications

With offices throughout Europe Asia and the United States, Radware has experienced high growth since its inception in 1997. As the company grew and succeeded, it became evident that Radware required extensive marketing communication tools in order to support its growing presence in the European market, particularly in France.

Radware did not have the necessary internal resources in order to develop and implement an annual marketing plan and communication campaign. Therefore the company identified ITGS as a partner with the necessary skills and experience to respond to Radware's direct marketing and global marketing communication needs. Radware also desired to increase its brand equity within the specialized media sector.

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Business Development

Human Resources

Press Relations

Vendor Representation





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The Solution :

Develop and Implement a Pan-European Marketing Plan With ITGS

Radware collaborated with ITGS to develop a marketing plan that achieved the goal of maximum market exposure and brand awareness at a low cost.

"We selected ITGS because they could respond to both of our needs: the coverage of the European market and an expertise in the field of Marketing Communications and Press Relations", commented Alexandre Bertuzzi, VP of European operations.

The first activity consisted of lead generation campaigns modeled and implemented in France, and duplicated in Spain, Italy and the UK. This year-long campaign targeted end-users and allowed Radware to identify over 1,000 leads.

The marketing communication strategy consisted in part of targeted direct mailings which ITGS created to introduce new Radware products to the market (such as the launch of Radware's new security switch, DefensePro, in January 2004), and to promote existing products. In addition, ITGS organized partner and customer seminars, such as a seminar on the topic of IAS full availability, which took place in March 2003 in Paris.

Radware started to work with ITGS Press Relations in November 2002. Following a highly successful campaign with the Spanish media, the company opted to continue by working with ITGS PR in France and Italy on similar campaigns.

A Successful Collaboration between Radware and ITGS

ITGS spearheaded the team effort with Radware to identify and implement the right marketing solution. With ITGS' careful coordination and monitoring of the entire project, a smooth implementation of the marketing plan was ensured. ITGS works closely with internal resources at Radware for each activity, including the overall management at the European level. This level of teamwork ensures a winning and streamlined strategy for both parties.

Benefits :

European Coverage through Cost-efficient Operations with High Return on Investment

Radware need only interact with one entity (ITGS) which is able to conduct localization and dissemination of telemarketing, marketing communications and media products throughout Europe.

"It is very difficult to efficiently manage press relations while leading marketing and lead generation campaigns in multiple European countries. This requires multiple contacts and reviewing the strategy with each intermediary. The key advantage we have with ITGS is that its pan-European presence allows us to have one central contact. We establish our strategy with ITGS once for all types of activities, and we implement the localized strategy in each country. ITGS has an excellent knowledge of individual country markets and can therefore localize our strategy" explained Alexandre Bertuzzi.

Customer	Radware www.radware.com
Market	Network Management & Security
Challenge	Increase market presence and brand awareness in Europe
Solution	ITGS provides marketing plan, marketing communications and press relations