



Third Brigade Case Study

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— Third Brigade

CLIENT: Third Brigade

Third Brigade is a security software company that specializes in providing intrusion prevention systems (IPS) to health care, financial services, government, telecommunications and other organizations. Their host-based IPS prevents attacks that attempt to exploit vulnerabilities in commercial and custom software.

NEED: A marketing tool that immediately educates prospects while simultaneously initiating the sales cycle.

Like other enterprise security solutions, Third Brigade’s is characterized as a complex sale, involving multiple decision makers, and often taking six to nine months to complete. It typically includes multiple meetings, webinars, and demos involving Third Brigade’s sales executives and systems engineers.

Third Brigade’s marketing team wanted a dynamic marketing tool that could help initiate the sales cycle while simultaneously qualifying prospects at the very start of the sales process. They wanted something that could serve as both a marketing and sales tool for prospects and an educational tool for partners and investors.

SOLUTION: A six-minute automated demo that quickly outlines the software’s key benefits using actual screen shots and a professional voiceover.

Autodemo’s team of producers, writers, and developers worked with Third Brigade to create an automated demo that clearly and concisely communicates the key benefits of their software. The demo could be leveraged on their site, downloaded on to laptops, put on marketing CDs, and looped at tradeshow.

“Autodemo’s highly efficient, well-honed process is what makes them stand apart! They provide clear direction during the script-writing portion, have a streamlined screen capture session, and work with first-rate audio talent that nailed the voiceover in one take. Working with Autodemo is a pleasure.”

-George McTaggart, Vice President of Marketing, Third Brigade

RESULT: 1,000 product views within the first four months, plus a whole new way to talk about the product.

“The demo has received an overwhelmingly positive response. We’re not just using it for prospects. We’ve also leveraged it as an internal education tool to help educate our own people, partners, investors, and even the media,” says George McTaggart. The demo has received over 1,000 voluntary views from their website within a four-month period.

The demo’s success has been two-fold for Third Brigade. While the demo itself has provided immediate product exposure, the production of the demo resulted in a standardization of Third Brigade’s marketing language.

“It takes time to develop and refine the positioning for an enterprise software solution, particularly in a competitive marketplace. But Autodemo’s script writing process is so well-defined that it helped us crystallize the most effective way to communicate our software’s key benefits and differentiators,” says George McTaggart, “The messaging used in the demo has rippled through other marketing and sales materials and helped refine the way we demo the product live.”

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