



MARKETING THE COMPANY TO WATCH

COMPANY

NeoCore Inc. is an innovator and provider of high-performance XML information management systems that are powered by the company's Digital Pattern Processing technology.

CHALLENGE

NeoCore enlisted Origin to support efforts to position the company as a leader in XML technology and provide education for the market about XML as an emerging technology.

STRATEGY

Origin positioned NeoCore as a "company to watch" and as an XML innovator. Origin developed an aggressive media and analyst relations campaign that included extensive analyst briefings and meetings, press tours with key vertical and horizontal publication editors and speaking opportunities and contributed articles to promote XML education and NeoCore's innovation.

RESULTS

NeoCore was named to ComputerWorld's Top 100 Emerging Companies for 2002 and featured in CIO Magazine as a Company to Watch. Origin obtained consistent coverage of NeoCore in both XML trade publications and computer industry publications. XML awareness continues to grow across all industry and business sectors.

