



S U C C E E D I N G I N T H E G O V E R N M E N T M A R K E T

C O M P A N Y

XAware, Inc. is a leader in XML enablement, data integration and information exchange supporting Web Services, Java, Windows and .Net technologies. XAware is focused on serving the needs of government agencies and financial services companies.

C H A L L E N G E

Origin began working with XAware when it was a startup in a local Technology Incubator. After “graduating” and receiving an initial round of funding, XAware was ready to launch their company, technology and products to the market. The first challenge was to rise above the noise in the increasingly-crowded XML market with limited resources. Secondly, XAware had to find a vertical application niche, develop messaging, an effective marketing strategy, and deploy a marketing campaign.

S T R A T E G Y

Building on XAware’s success with key government agencies Origin launched a systematic campaign to reach business, technical/developer, IT management and government audiences. The campaign included public relations, HTML email, newsletter and web banner advertising. A key strategy was using customer case studies, white papers and testimonials to

differentiate XAware with editors and analysts.

R E S U L T S

Origin had tremendous response from key editors at premier publications serving the government IT sector – Federal Computer Week, Government Computer News, and Washington Technology – all three publishing large feature articles. In the IT developer and management space, XAware was published in several publications including Information Week, EAI Journal, and Software Development Times. In addition, XAware was picked up in leading publication web outlets and newsletters. After eight press releases and twelve months of campaigning, XAware has received over 150 articles, announcements and press pickups.

On the direct marketing side, Origin recently completed an online marketing campaign for a new XAware product. Click-through data from email ads and newsletter sponsorships reflected strong response and interest – approximately double the industry average.

The completion of the campaign, a newsletter sponsorship and additional email newsletter nearly doubled web site visits. The overall increase in daily visits was almost 30%.

