

Welcome to KnowledgePoint

THE POINT IS TO MAKE YOUR JOB EASIER

KnowledgePoint Marketing provides marketing services to technology companies; from strategy development, market research, and product marketing to launch management, marketing communications, and PR & analyst relations. At KnowledgePoint Marketing, when we say marketing services, we put an emphasis on both words. We know marketing. And we know that we're providing a service, which by definition, is to make your job easier.

To give a better idea of what KnowledgePoint Marketing can do for you, review this brief portfolio of services we've provided to our clients.



The Point is Results

Strategic Marketing

Service Offerings

- Marketing strategy
- Marketing plans
- Organizational effectiveness assessment
- Marketing team recruitment, development and coaching
- Marketing initiatives leadership
- Cross-functional relationship management
- Interim VP/Director of Marketing

Project Examples

- New business model investigation for digital hand-held device manufacturer.
- Business plan for online distance learning platform vendor.
- Business case presentation for repositioning major hardware vendor to global e-services provider.
- Strategy, concept and pilot plan for new information services portal to facilitate partner product awareness and sales.

Product Marketing

Service Offerings

- Product investigation and concept development
- Market requirements
- Business case for new product initiatives
- Competitive analysis
- Pricing analysis
- Marketing programs

Project Examples

- Product investigation to determine feasibility of DSP-based product.
- Business case for funding development of kiosk and mini-server product.
- User requirements and make /buy analysis of database product.
- Competitive analysis of high availability CPCI board market.
- Strategy and tactical plan to reinvigorate former best-seller product targeted at medical, high-end graphics, and industrial automation market.

The Point is Knowledgeable Marketing

Marketing Communications

Service Offerings

- Integrated marketing communications plans
- Positioning and messaging
- Program design and implementation
- Feasibility studies
- Agency searches
- Advertising/direct marketing plans

Project Examples

- Integrated marketing communications plan for auction software and services company.
- Positioning/messaging, and advertising architecture/plans for web hosting company.
- Direct response campaign feasibility study for hand-held digital assistant targeted at the education and consumer market.
- Process definition and implementation to create a living library of customer success stories for IT consulting services.
- Interim marketing communications manager to drive development of collateral and presentations, and manage vendors.
- Advertising and public relations agency search for security software vendor.

Launch Management

Service Offerings

- Cross-functional leadership
- Launch plan
- Positioning and messaging
- Team meeting management
- Milestone tracking
- Issue resolution
- Decision making
- Central communications

Project Examples

- Managed largest worldwide product launch for major computer systems company.
- Planned and implemented simultaneous company and product launch for a leading set-top box developer.
- Managed launch of the internet version of a major UNIX operating system.
- Planned and managed concept launch for strategic initiative in end-to-end delivery system for internet Data Center (iDC).
- Managed launch of "managed web hosting service" for leading iDC company.

The Point is Successful Clients

Market Research

Service Offerings

- Qualitative Research
- Management Reports
- Competitive Analysis
- Market Sizing
- Pricing Studies

Project Examples

- Concept-test infomediary service
- Focus group research to test and validate positioning and messaging for web hosting company.
- Triad interviews to validate advertising campaign concepts for auction software and services company.

PR and Analyst Relations

Service Offerings

- Strategy development
- PR and analyst plans
- Media and analyst relations

Project Examples

- Interim analyst relations manager to help reposition company's storage offering in the marketplace.
- Counsel on PR/AR strategy, positioning and messaging for launching new IT outsourcing service.

Field and Partner Marketing

Service Offerings

- Field communications
- Sales and technical training
- Channel/partner marketing
- Developer marketing

Project Examples

- Development and roll-out of sales and technical training for utility-like server offering encompassing infrastructure, solutions and selling skills.
- Worldwide field communications program management to facilitate cooperation and coordination for increasing deal closings.
- Development and roll-out of process to facilitate co-marketing between major computer systems vendor and internet software/services partners.

The logo for KnowledgePoint Marketing, Inc. features the word "KnowledgePoint" in a sans-serif font, with "Point" in red and "Marketing, Inc." in black. A red circle is drawn around the text, with a red arrow pointing from the right side of the circle to the "Point" text.

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