

# TADAsoft Case Study



## The Client

Analysis by numerous IT experts have time and time again revealed that the most common cause for most Network outages is faulty configuration changes. In this age of the Internet, IT devices dominate almost all aspects of business enterprises. To cater to various business needs, network administrators carry out frequent configuration changes to network appliances. Every single change to a network device configuration carries with it the risk of creating a network outage, security issues and even performance degradation.

Tadasoft began researching the Security Appliance market space in 2004 looking for niche technology opportunities that could truly add value to this ever expanding area.

Their ongoing success is simply down to highly qualified personnel, the stability and ease of use of the product and their first class support service.



## The Journey

Tadasoft were a relatively new vendor in the market who responded to one of our direct mail pieces. We were initially just invited to quote for helping them develop their promotional signage for the Infosec stand. As with all clients, we took a holistic approach to their marketing requirements and were able to provide them with several, more strategic solutions to meet their objectives.

## The Objective

To create promotional material, marketing collateral and implement a cost effective campaign that reflected Tadasofts' mission - "To provide powerful enterprise-class appliance solutions that are suitable for the largest of businesses yet have the ease of use and affordability that smaller businesses demand."

## The Solution

Design, develop and produce;

- Tadasofts' stand for Infosecurity 2008 in April ñ A exhibition attracting over 12,500 visitors from across Europe.
- A flash movie that could be used on the stand and on their website to promote their products.
- Lightweight, transportable pull-up exhibition stands.
- Signage for the Stand including a magnetic banner
- A promotional flyer offering visitors to the stand the opportunity to win an iPod.



The result was an amazing stand that for their first time at Infosec, generated actual sales on the first day of the show - unheard of at Infosec.

**“As a manufacturer with a new innovative product, we naturally wanted to work with a marketing organisation that were equally at the forefront in their field. The net result is that we have been delighted with the work and advice that SO Marketing have provided for us, the results have been outstanding - as you’d expect from the only UK specialist IT marketing agency.”**

**Jonathan Lassman - Director**

If you have any marketing requirements, no matter what the scale, why not call SO Marketing for a chat, or visit our website to see exactly what we can do for you? Our rates are as competitive as they come, and we deliver quality every time. **Contact us today from the details below.**