

AGAT Software case study: From zero to two hundred kilometers per hour

How did a small cyber security start-up attract more than 200 quality leads from some of the world's largest enterprises?

Background

AGAT Software is an innovative security provider specializing in external access authentication and data protection solutions.

AGAT developed [SkypeShield](#) to secure a Skype for Business (Lync) connectivity solution.

The company's core product suite handles external access security threats by offering the following features:

- Account lock protection (DDoS)
- Device access control
- Two-factor authentication (TFA)
- Password protection
- Data loss prevention (DLP) capabilities
- Anti-virus integration
- Authentication risk engine based on user behavior and device profiling



The Challenges

Launching a brand new product in the cyber security world, SkypeShield faced four key challenges:

1. Building Brand Awareness – AGAT Software was an ambitious new player in the market looking to build up a reputation in the competitive world of cyber security. AGAT Software was looking for ways to get its story across and reach potential senior managers in large organizations and IT integrators that use Skype for Business. The company had to quickly build and execute a marketing plan that would help it penetrate an entirely new market.

2. Reaching Target Audiences – AGAT Software identified chief information security officers (CISO) in large financial institutions (insurance, banking, accounting, etc.) as the most likely candidates to use their services and looked for ways to engage with them directly.

3. Digital Strategy – AGAT Software decided to deploy web marketing activity as its major marketing channel and had to outline a digital strategy that would enable it to increase web traffic, improve traffic quality and engage with potential clients.

4. Quality leads – AGAT Software was looking to attract qualified leads, i.e., ways to reach potential customers and target audiences and present them with the SkypeShield solutions.

AGAT Software identified Interteam Content Services as the company capable of helping it address these challenges.

The solution

Interteam Content Services worked closely with AGAT Software to draft and execute a digital marketing strategy. The strategy was aimed at strengthening the company's online presence, create engagement vehicles and communication channels to attract quality leads. This was done by a series of activities to enhance market awareness of SkypeShield's security solution.

The activities included the upgrading of the company's website, drafting new marketing messages, content creation, blog marketing, international press release delivery campaigns, public relations, social media, newsletter distribution and lead generation activities, all aimed at promoting SkypeShield's visibility among target audiences.

These activities were specifically designed to build awareness, drive valuable traffic to the company's web site and bring in new business leads.

Result

AGAT Software managed to get its message through in a big way. This was done by achieving positive media exposure from news sources covering the Skype for Business, IT and security industries.

By creating digital media campaigns specifically tailored to reach out the defined targeted audiences, the company managed, in a relatively short time, to become the leading player in this niche market. Moreover, extensive research resulted in the ability to identify, find and reach Skype for Business integrators and distributors who added the SkypeShield solution to their service offerings.

These activities yielded some 200 quality leads for the company's security solutions in only 18 months. A significant number of these leads were translated into demos and, eventually, to installations of SkypeShield in a number of Fortune 500 companies.

The leads came from leading companies including KPMG, MG, Royal Bank of Scotland, AIG, Bank of America, ExxonMobil, Morgan Stanley, Franklin Templeton Investments, Rabobank, Orange, AT&T, First National Bank, Banc Sabadell, Nomura International, Societe Generale, Swiss Re, HP, Citi, and many others.

"InterTEAM played a major role in the drafting and execution of our digital marketing strategy," said Yoav Crombie, AGAT Software's business manager. "Dan and Boaz displayed a high professional standard and helped us achieve tremendous results, for which we are very thankful."