

US Product Launch

Nomadesk

Mobility / Cloud Storage / File Sharing/Collaboration/BackUp | Start-Up
Patent / IP | Consumer / Corporate

CHALLENGE: With people transitioning from working in an office to working anywhere, anytime, the need for mobile storage and document management grew. Mobile workers, also known as digital nomads, started to turn to cloud-based solutions to store, secure and share critical docs, photos and video. In 2009, Nomadesk received, "The Most Innovative European Company to Watch" award from Guidewire, the company that sponsored the DEMO Show.

Receiving that honor, Nomadesk was offered the opportunity to receive consulting from Guidewire in Silicon Valley for three months to launch its storage cloud products in the U.S. market. Eye-To-Eye Communications was selected to be the PR company to launch them here in the U.S., and place them up against some fairly significant competitors, such as Dropbox, Egnyte and SugarSync. We targeted small business, enterprise, digital nomads and mobile users, and established them as one of the leaders in the space. We received coverage in the top technology blogs, secured a 4-Star rating from PC Magazine, and helped them become a RedHerring100 company in Europe. We garnered a lot of online media, especially as they signed deals with companies like Novatel. We did a lot of creative campaigning to promote the lifestyle of the Digital Nomad. We created a video series and developed a video contest where people could chronicle and upload their nomadic activity through a video and show how Nomadesk was increasing their productivity. The winner won a free annual subscription to Nomadesk as well as a trip around the world. Eye-To-Eye set the foundation for Nomadesk in the U.S. and helped the company launch new feature sets and benefits over the time retained.

RESULTS:

- ▶ 35 Articles – Time Magazine, Yahoo!, PC Magazine, Computer User, Federal Computer Week, PC World, TechCrunch, GigaOm, ReadWriteWeb, Mashable and Engadget
 - ▶ Helped Nomadesk attract subsequent rounds of funding
 - ▶ Awarded RedHerring Top 100 Europe Tech Startup, 4.5 CNET Editor's Rating, PC Magazine Review/Good Rating
 - ▶ Partnerships with Novatel and Zoho
 - ▶ Created New Press Kit & Key Messaging Document

