

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

"Eye-To-Eye Communications helped us become a key player in the online storage market globally. When we first began working with John and Cathy, our message was complex and we needed to educate the U.S. market on secure business class file sharing. Eye-To-Eye helped us simplify and build a strong story around easy and secure collaboration and backup from anywhere. They developed creative video sweepstakes campaigns and helped us get visibility in a market where cloud was still in its infancy in terms of adoption. As a result, Nomadesk has joined the likes of Dropbox, SugarSync, Box.net and MobileMe as a recognized leader in this space."

– Filip Tack
Former CEO of Nomadesk

File Sharing Service Nomadesk Reports 708% Revenue Increase
PRNewswire - Tue, Aug 18, 2011

Nomadesk (http://www.nomadesk.com) – a provider of secure file sharing, cloud storage and synchronization software and services – announced a 708 percent increase in revenue for the first half of fiscal year as compared to the last half of fiscal year. The company says its data security capabilities drove increased sales to enterprise customers and helped it add new reseller partners during a period when the market paid considerable attention to security breaches in cloud solutions.

"Recent events make it clear: effective, reliable security is critical to file sharing is imperative," said Nomadesk CEO Dariusz Trzcinski. "In this environment, more people see Nomadesk as a perfect solution because we offer several security elements that provide additional insurance against online or offline attacks."

Nomadesk has significantly expanded its sales force and recruited new partners to reach its products globally. The company signed 45 new partners in the first half and may be already deploying its solution to their customer bases.

Applelinks
The secret to more usable time

Nomadesk Unveils Nomadesk for Mac and iPhone Mobile Extension

Applelinks, the leading Mac and iPhone mobile extension, has announced the release of its new extension, Nomadesk for Mac and iPhone. This extension allows users to access their Nomadesk account directly from their Mac or iPhone, making it easier to manage their files and documents on the go.

SecurityExtra.com
Nomadesk Launches the New Version of its File Sharing Software

Nomadesk has announced the new version of its File Sharing Software, designed to help businesses and individuals secure their files and documents in the cloud. The new version includes enhanced security features, improved user interface, and faster upload/download speeds.

Nomadesk Reaps Benefits of 2009 Innovate! Europe Competition Being Named 'Europe's Most Promising Startup'

Selected Among 168 Entries, Nomadesk Redeems Reward of Free Consulting and Opportunity to Work from Guidewire Studio to Launch Product in U.S. Market to Digital Nomads

REDWOOD CITY, Calif. and ATLANTA, Aug. 25 (PRNewswire) – Nomadesk, the **secure and most secure** on-demand file sharing software, and winner of the 2009 Innovate! Europe's Most Promising Startup Competition in May 2009, launched in the U.S. market last week while celebrating its winning prize from analyst Guidewire Group. For being selected as "Europe's Most Promising Startup," among 168 promising European companies, Nomadesk received 3 months of consulting with Guidewire Group, experienced entrepreneurs and VCs from Silicon Valley. Nomadesk also received the opportunity to relocate its executive team from Ghent, Belgium to work out of Guidewire Studio, the consultant's headquarters in Silicon Valley, for the month of August while launching its product in the U.S. The 2009 Innovate! Europe Competition identifies the top technology startups in Europe and Israel and helps them to accelerate their business internationally while providing them with valuable exposure.

"Nomadesk helps small businesses eliminate IT infrastructure costs and high online storage usage fees," said Chris Shipley, Chairman & CEO of Guidewire Group, Inc. "If you are looking for a cost-effective way to manage data backup, secure file sharing and store documents without ever having to worry about storage limits, Nomadesk has your answer. We believe the combination of its ease of use, high security and extremely attractive flat-rate fee for unlimited users will propel Nomadesk to become a brand name in the global market for virtual document sharing and storage. We are fans of the Nomadesk technology, management team and business model."

"It has been a great honor to win this competition," said Filip Tack, Nomadesk CEO. "The initial response from our U.S. launch has been positive, and we offer much thanks to Guidewire Group for their insight and support."

Whether you are online or offline, working at the office or on the road, Nomadesk allows businesses teams to secure, sync and share data with no limits or restriction in behavior. Each virtual file server acts just like a hard drive, storing important documents in one place with local and remote access from a PC, Mac or iPhone. Users simply drag and drop their docs into the Nomadesk virtual file server, and files are immediately encrypted, backed up and available for file sharing.

Nomadesk Awarded "Europe's Most Promising Startup" at 2009 Innovate! Europe Competition

12-10-2009

Nomadesk, the leading Mac and iPhone mobile extension, has announced the release of its new extension, Nomadesk for Mac and iPhone. This extension allows users to access their Nomadesk account directly from their Mac or iPhone, making it easier to manage their files and documents on the go.

Nomadesk, Not Just Another File Sharing Service, Launches FolderLink (Video)

ROSEN WATERS V

Since December 2009, 2009

The number of web and desktop clients built for sharing, backup or on-demand access of digital data has been growing up in the past ten years has made the whole concept of having the most of your data secure your company had always been for being long a commodity.

It's the reason why we don't simply jump up and down about sheer excitement when another such service launches and adds to a "cloud" revolution.

It's also the reason why we're proud to be a part of the "cloud" revolution. It's the reason why we're proud to be a part of the "cloud" revolution. It's the reason why we're proud to be a part of the "cloud" revolution.