

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.

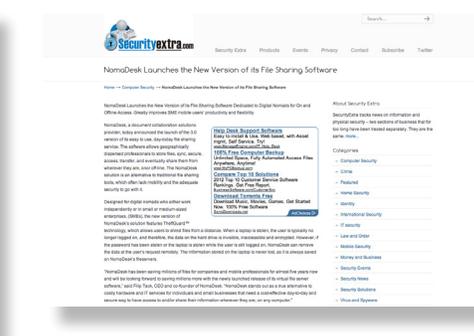
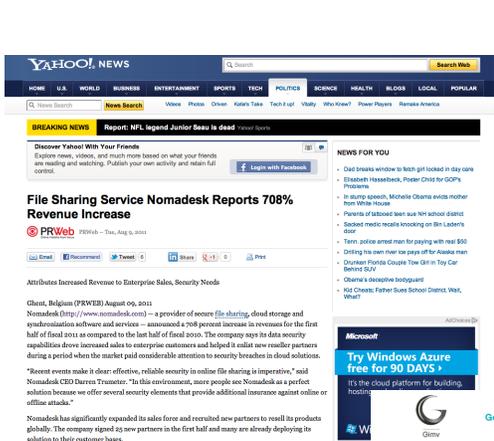
Receiving that honor, Nomadesk was offered the opportunity to receive consulting from Guidewire in Silicon Valley for three months to launch its storage cloud products in the U.S. market. Eye-To-Eye Communications was selected to be the PR company to launch them here in the U.S., and place them up against 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



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 award 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 with a marketing plan 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 analysts, expanding entrepreneurship and VC's 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 expertise.

"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 backups, secure file sharing and store documents without ever having to worry about storage limits, Nomadesk has your answer. We prepare the combination of its ease of use, high security and extremely attractive file rates 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."

