

# Brigantine

Marketing + Business Development

SERVING TECHNOLOGY VENDORS AND ENTREPRENEURS

813.989.2500



MAXIMUM VALUE. WE'LL GET YOU THERE.

Image | Growth | Value | The Crew





## Image

Your Brand Defines You



Industry Research • Competitive Analysis  
Positioning • Logos • Graphics • Photography  
Presentations • Websites • Copywriting

**At Brigantine**, we take a strategic approach to branding, beginning with competitive analysis and industry research. Whenever possible, we partner with AdGumbo, an award-winning creative shop in graphic design, photography and HD video.

Obsolete or inferior branding is a barrier to sales and serves as a liability every time your prospects or customers interact with your company.

Strong branding differentiates your company from the competition, enables you to command a premium for your products and services, turns employees into evangelists and opens doors for sales people... **We'll Get You There.**

### OUR BRANDING EXPERIENCE INCLUDES:

**Auritas** – SAP Services and Tools

Complete re-branding, logos, taglines, positioning, messaging, powerpoints, business cards, letterhead, brochures, data sheets, case studies, solution briefs.

**Dolphin Labware** – Life Sciences Equipment

Created company identity, logos, taglines, messaging, business cards, letterhead, company backgrounder, competitive stack-up matrix, presentations.

**TREEV** – Enterprise Content Management

Branded SAP, Oracle and Siebel product line, competitive analysis, industry research, presentations, proposal boilerplate, trade shows, brochures, webinars.

Give us a call, we'd love to create an impressive brand for you too.



## Growth

### Blast Your Message



Lead Generation • Partner Recruitment  
Product Launch • Webinars • Installed Base  
Trade Shows • Media Kits • Advertising

**At Brigantine**, we believe in taking an aggressive approach to driving your brand deep into the market, creating brand recognition in your target markets and turning your sales people into partners, rather than cold-callers.

Developing content that brings value, not aggravation, to the minds of your target market is a critical ingredient to success in any marketing campaign.

We have developed many successful campaigns against well-entrenched competitors, and built brands that have established the credibility necessary to be considered seriously by sophisticated buyers... **We'll Get You There.**

#### OUR MARKETING CAMPAIGN EXPERIENCE INCLUDES:

##### **Ceyoniq** – SAP Archiving and Imaging

Achieved market acceptance in SAP user base against dominant (70% share) competitor, delivered 950 contacts to pipeline, representing \$18.5M in forecasted revenue.

##### **IBM Lotus** – Partner Enablement

Developed and delivered marketing skills training program to entrepreneurs and marketing directors of 750+ Lotus business partners, in 17 cities across North America.

##### **Mann Data** – CASE Tools

Launched a line of CASE tools for IBM mid-range systems, developed collateral, media kit, advertising campaign, telemarketing campaign, 25 licenses sold in first year.

Give us a call, we'd love to design a winning campaign for you too.



## Value

### Unlock Your Potential



Industry Analysis • Market Research  
Business Planning • Financial Analysis  
Capitalization • Channels • Alliances

**Sound strategy**, world-class technology and relentless marketing are the keys to value, having advised many technology entrepreneurs in sell-side M&A engagements, we know what needs to be done along the way to create maximum value.

When crafting a strategy, we look at the market from an objective viewpoint, identify trends, analyze competitors, examine legislative changes, assess distribution channels, consider technology convergence and much more.

We are also experienced in writing business plans, we know how investors make decisions, and we know our way around the capital markets... **We'll Get You There.**

#### OUR STRATEGIC EXPERIENCE INCLUDES:

##### **EraSoft** – Desktop Software

Advised EraSoft, a 16-month old, 12-person ISV with \$50K in revenue, resulting in \$25M acquisition by ViaSoft, in an intense competition with Platinum and IMR Global.

##### **Harbor** – Storage Management Software

Created highly competitive environment between Beta, Sterling, EMC, Platinum, Legato and CA resulting in a \$20M cash offer for Harbor, a \$3.5M enterprise back-up ISV.

##### **Wang Labs** – Strategic Alliances

Recruited 100+ ISVs, negotiated alliances with Microsoft, SAS, Oracle, Sybase, CA and other major ISVs as PC and software industries both emerged and exploded.

**Give us a call, we'd love to craft a strategy to maximize your value.**

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## The Crew

We'll Get You There



SAP • Lotus • Microsoft • Oracle • Sybase  
Wang • PeopleSoft • Siebel • SPSS • Informix  
IBM • Attachmate • SAS • Symantec • CA

A brigantine (**brĭg-ĕn-tĕn**) is a two-masted, square-rigged sailing ship. Our marlinspike seamanship skills were first honed in Brigantine Romance.

**At Brigantine**, we bring the same vigor we take to the high seas to our work ashore. We can function as bosun or sail-maker in branding projects, and mate or pilot in strategic engagements.

Sailing and business are both about making successful voyages, and we'd love to chart a course, splice some line, tar the rigging and haul the braces on your ship. Hence our motto... **We'll Get You There.**

### OTHER NOTABLE EXPERIENCE INCLUDES:

**Windward Group** – Technology M&A Broker  
Advised emerging technology vendors in \$200M in sell-side M&A transactions.

**MediaMap** – Technology Media & Analyst Research  
On board of directors, immersed in company from start-up, to Inc. 500 recognition.

**Dolphin Labware** – Life Sciences Equipment  
Founded company with biochemist, negotiated \$3.2M OEM patent licensing agreement.

**Off the Charts** – Adventure Travel, Wooden Boat-building, Latin Music  
Picton Castle, Dory Shop, Joe Veras, Bachatisimo Productions, Corazon Records.

**Give us a call, we'd love to sail the high seas with you.**