

APPIAN

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■ SITUATION ANALYSIS

Appian, a software and professional services firm, is a leading provider of real-time enterprise Web solutions to the public and commercial sectors. Since the company's inception, Appian's solutions have allowed clients to increase the quality and speed of their decision-making, maximize profit and improve customer care by integrating and transforming business data into personalized business intelligence.

Appian is the architect of the world's largest intranet portal, the 1.2 million-user Army Knowledge Online (AKO) for the U.S. Army. In addition, Appian's clients include such federal agencies as the U.S. Navy, the U.S. Marine Corps and the U.S. Department of Transportation, along with private sector clients like General Motors, GlaxoSmithKline, FedEx and Sprint PCS. Despite this impressive list, the company remained virtually unknown outside of its own corporate walls.

In order to sustain its growth in the public and commercial sectors and to raise the company's status (both inside and outside the Beltway), Appian urgently required an image campaign. The purpose was to promote the company and its work with AKO, its impressive successes, and to assist Appian's sales force.

Having never worked with an outside public relations firm before, Appian challenged Boscobel to produce positive results in just four months.

■ OBJECTIVES

- Brand Appian as the architect of AKO.
- Recruit DoD (in particular, Army) and other public sector trade publications to write articles mentioning Appian's work with the Army.

SERVICES

- Public Relations
- Branding and Messaging
- Graphic and Web Design

- Generate leads within the Army, as well as the rest of the DoD/public sector, for new consulting engagements.
- Ensure—to the best of Boscobel's ability—that each story mentioning Appian:
 - » Appeared in one of the major DoD or federal IT trade publications;
 - » Credited Appian for creating AKO;
 - » Discussed what Appian did specifically in the development of the AKO;
 - » Had a length of more than two or three paragraphs;
 - » Contained a quote from an Appian spokesperson; and
 - » Utilized the messages developed specifically for Appian.

■ TACTICS

Boscobel first conducted a Press Awareness Survey and Synopsis (PASS)—an exclusive service whereby our senior public relations staff “turns the tables” on the press—interviewing them on their knowledge of Appian and AKO. This led to Appian's first coverage opportunity in *Washington Technology*, even before a contract had been signed.

Boscobel then built the foundation for a strong public relations infrastructure by creating a well-targeted media list and a systematic approach to placement of editorial calendar features.

The “kickoff” of the public relations campaign was an interactive demo of AKO at Ft. Belvoir, Virginia. Reporters from both federal IT publications and DoD-focused publications attended the demonstration, which was conducted by Colonel Robert Coxe, the Army's Chief Technology Officer. Appian provided technical support.

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The visibility gained by this demo was intended to raise awareness of Appian both in the federal IT community as well as the media. Boscobel also leveraged its media contacts to help generate additional coverage for Appian aside from publications' preplanned features.

“ From devising attention-getting media pitches about enterprise software to shepherding exceptionally shy executives through photo shoots and press interviews, Boscobel has played an integral role in the shaping and successful execution of Appian's corporate communications strategy. You and your team make my job very easy!”

KATHLEEN O'NEIL

DIRECTOR, CORPORATE COMMUNICATIONS
APPIAN CORPORATION

RESULTS

The Ft. Belvoir demo was a smashing success leading to headline coverage in *National Defense*, *Federal Computer Week*, *The Washington Post*, *Potomac Tech Journal*, *SIGNAL*, and the *Washington Business Journal*, just to name a few. The coverage equaled nearly \$100,000 in advertising equivalency over a four-month period, with a circulation of more than 1.25 million.

Even more impressive, Appian generated more coverage in four months in its targeted DoD/ military and federal IT publications than its top seven competitors combined.

These public relations achievements also helped cap a banner year for Appian, shown in the company's 325-percent growth. Boscobel's efforts were rewarded with an add-on contract to help further promote Appian's successes, in addition to helping the company launch private sector solutions.