

# Brigantine

Marketing + Business Development

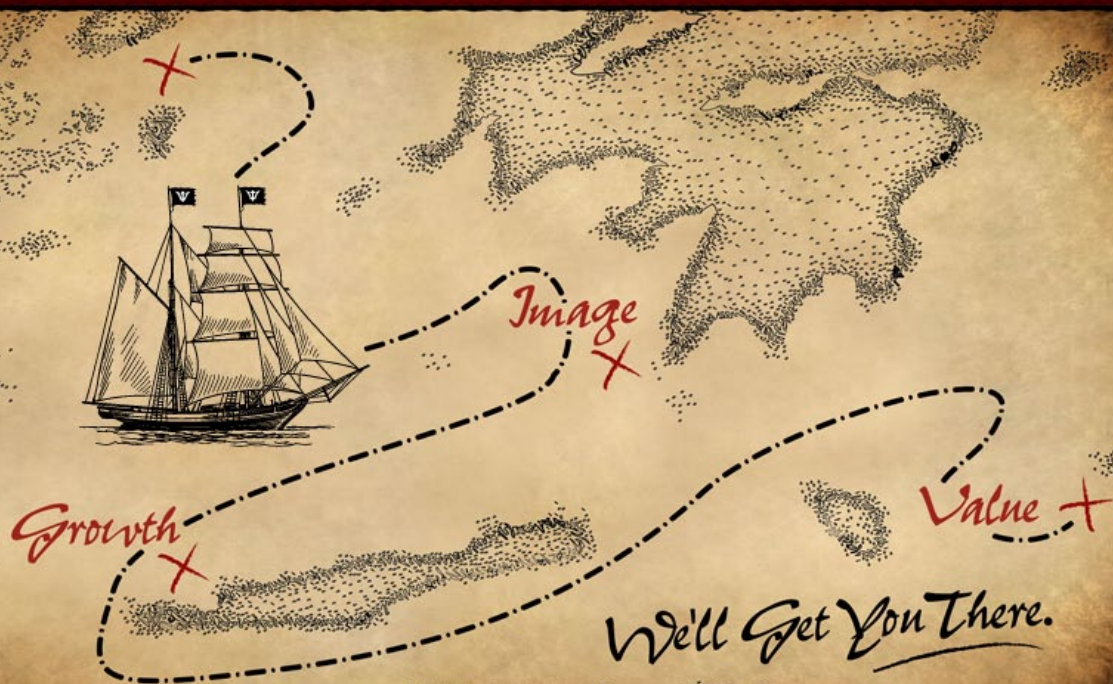
SERVING TECHNOLOGY VENDORS AND ENTREPRENEURS

813.989.2500



MAXIMUM VALUE. WE'LL GET YOU THERE.

Image | Growth | Value | The Crew



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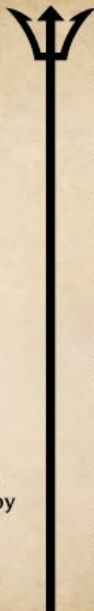
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## Image

### Your Brand Defines You



Industry Research • Competitive Analysis  
Positioning • Logos • Design • Photos • Copy  
Presentations • Websites • Collateral



**At Brigantine**, we take a strategic approach to branding, beginning with competitive analysis and industry research. Whenever possible, we partner with AdGumbo.com, an award-winning creative shop in design, photography and 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 effectively differentiates your company from the competition, enables you to command a premium for your products and services, turns your 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** – Life Sciences Patent Portfolio

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.**



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## Growth

### Blast Your Message

CAMPAIGN • CAMPAIGN • CAMPAIGN



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 solid 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 base against dominant (70% share) competitor, delivered 950 prospects to pipeline, representing \$18.5M in forecasted revenue.

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

Developed and delivered marketing skills 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, developed marketing 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.**

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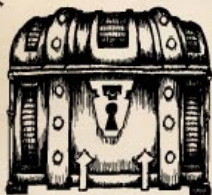
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## Value

### Unlock Your Potential

STRATEGY • MARKETING • ALLIANCES



Industry Analysis • Market Research  
Business Planning • Pricing • Forecasting  
Partners • Channels • Capital • M&A



**Sound strategy**, relentless marketing and strong alliances are the keys to value, and having advised in \$200M in sell-side M&A engagements in the technology sector, 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 quite experienced in writing business plans, we know how buyers make decisions, and we know our way around the industry... **We'll Get You There.**

#### OUR STRATEGIC AND M&A 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 – Enterprise Storage 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 – 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

IMAGE • GROWTH • VALUE



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



A brigantine (**brīg-ēn-tēn**) is a two-masted ship, square-rigged on the foremast for long passages, and fore-and-aft rigged on the mainmast for coastal waters.

**Brigantine** was founded by Clyde Sanadi, a career marketing manager, having worked at and with start-up, emerging and global vendors, primarily in the high tech corridors of Massachusetts, Northern Virginia, Alberta and Florida.

At Brigantine, we bring the same vigor we take to the high seas to our work ashore in marketing. 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.**

#### SOME OF OUR OFFERINGS INCLUDE:

##### **Marketing Agency** – Branding and Sales Collateral

Brand creation, website design, presentations, brochures, white papers, media kits, proposal boilerplate, copywriting, advertisements, photography.

##### **Interim Management** – Marketing Manager "In a Box"

Product marketing, industry marketing, marketing campaigns, trade shows, partner recruitment, webinar delivery, sales training, business development.

##### **Advisory Services** – Strategic Planning and Finance

Industry research, competitive analysis, marketing plans, financial analysis, cash flow, pricing, forecasting, business plans, channels, capitalization, M&A

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