



TeamQuest is an Iowa-based IT optimization technology provider whose software has helped government agencies and systems integrators perform complex performance modeling and capacity planning within their data centers.

Launching a New Product for the Government Sector

TeamQuest looked to Snow Communications to help drive adoption of the new, encrypted version of its software that was designed specifically for the government sector, TeamQuest Performance Software version 9.3. TeamQuest faced two challenges, overcoming a lack of name recognition of the company and helping federal agencies justify an additional technology expense.

Our Objectives

- Build awareness of TeamQuest products, their functionality and benefits, and drive business leads among IT decision makers within U.S. government agencies.
- Provide hard data and customer examples showing the operational efficiencies offered by consolidation and how TeamQuest software provides enables agencies to achieve tangible cost savings.

Our Actions

- Developed key messages and positioning that described the capabilities and benefits of the TeamQuest Performance Software for pitching and use within marketing collateral.
- Conducted aggressive media outreach pitching TeamQuest representative as experts in solving performance management and capacity planning issues to help build name recognition.

The Results

- Snow scheduled numerous media interviews with TeamQuest spokespeople and key government publications as part of the launch strategy.
- As a result of the media outreach, TeamQuest was included in several new product round-ups and feature stories.
- Byline articles regarding the new technology appeared in target publications including *Enterprise Systems*.

