



Case Study

Public Relations
for Technology
Innovators

DPR Group Propels PR & Marketing Success for ClearOrbit

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WARREN SUMNER
VICE PRESIDENT OF MARKETING
AND PRODUCTS
CLEARORBIT

Challenge

In 2006, ClearOrbit, a provider of real-time supply chain execution and returns management solutions, enjoyed a strong customer following and solid name recognition throughout the supply chain marketplace. Their primary PR/marketing challenge, however, was taking the ClearOrbit brand to the next level. In support of aggressive growth objectives, the company needed to increase visibility, enhance their brand identity and elevate their corporate leadership, creating a high level of industry "buzz" from potential customers, partners and investors. At that time, ClearOrbit was also expanding into an emerging market, and developing credibility and recognition as an industry leader and innovator was a critical component of their success.

Solution

After an extensive search, ClearOrbit selected DPR Group to develop and implement a multi-tiered PR/marketing campaign in late 2006. ClearOrbit's decision to hire DPR Group was based primarily on the company's pervasive expertise, knowledge and connections throughout the supply chain technology marketplace.

Results

In the two years since DPR Group began representing ClearOrbit, the partnership has resulted in a number of measurable successes.

Some of the highlights include:

- More than 250 press mentions throughout key industry, vertical and business publications;
- More than a dozen feature case study articles published;
- More than a dozen ClearOrbit-bylined contributed thought-leadership articles published;
- Nearly a half-dozen prestigious speaking engagements secured; and
- Numerous distinguished, prominent industry awards earned.

In addition, ClearOrbit was acquired during the summer of 2007 by TAKE Solutions, a technology-enabled business solutions company that conducts business across the globe with more than 150 FORTUNE 1000 customers. DPR worked with ClearOrbit to guide and deliver strategies surrounding their internal and external messaging throughout the acquisition.

"DPR Group has been an invaluable resource to us, providing an immediate return on our investment. They have consistently delivered highly effective, results-driven public relations strategies and campaigns for ClearOrbit," said Warren Sumner, ClearOrbit's VP of Marketing and Products. "Their supply chain knowledge and technology expertise have been an integral part of leveraging our leadership position throughout the marketplace."

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