



Case Study

Public Relations
for Technology
Innovators

The Quest Achieved: DPR Group Brings QuestaWeb to the Next Level

"DPR Group helped us educate the GTM/compliance community about our technology — something that we, as a company, could not do on our own. The expertise, knowledge, and strategic direction DPR Group provided was unparalleled, allowing us to penetrate our targeted markets and achieve our business goals."

WAYNE SLOSSBERG
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Challenge

QuestaWeb, Inc., a provider of global trade management (GTM) solutions, possessed one of the most advanced, beta-tested GTM software solutions available anywhere: TradeMaster^{QW}. The software quickly achieved significant market share among brokers and freight forwarders due to its modular design, Web-based deployment, and ease of use. However, QuestaWeb's business plan sought greater market penetration among importers and exporters to secure greater profit margins. Specifically, QuestaWeb's target was companies with annual sales of over \$150 million that import 90% to 95% of their products and manage over 25 documents per trade transaction. QuestaWeb recognized that to compete successfully with SAP and Management Dynamics it needed the market exposure only a multi-pronged marketing and public relations strategy could bring.

Solution

QuestaWeb sought a high-tech public relations firm with supply chain expertise to quickly deliver high-value, broad-impact public relations and marketing. Because QuestaWeb possessed a well-articulated vision of where it wanted to be, it desired a PR and marketing firm small enough to give its account personalized attention, but large enough to offer the expertise needed to craft an effective message, develop a strategic plan, and implement it quickly and effectively. Only DPR Group possessed the background, personnel, experience, and personal touch to grow QuestaWeb's market share.

Results

The DPR team recognized that messaging was key and immediate, high-value placements were essential. With these, QuestaWeb could capture the attention of industry analysts and editors and generate product recognition among major importers and exporters.

DPR crafted a message emphasizing QuestaWeb's key differentiators and made a preemptive PR strike by placing a feature story on QuestaWeb in the *Journal of Commerce (JoC)* within a month of account signing. DPR quickly followed by securing analyst briefings with Forrester, Gartner, Aberdeen, AMR Research, and ARC Advisory, among others. Then, through a series of targeted press releases and redesigned print advertising, DPR reinforced the QuestaWeb messaging.

DPR Group aggressively pursued other media placements, achieving these dramatic results in just 18 months:

- 15 bylined article placements in major trades including *IndustryWeek*, *Inside Supply Management*, *APICS*, *Global Logistics & Supply Chain Strategies*, and *JoC*, among others
- 5 feature articles devoted exclusively to QuestaWeb and its clients in *JoC*, *Apparel Magazine*, *Inbound Logistics*, *Florida Shipper*, and *SmartBusiness*
- 15 feature articles containing expert opinions and/or corporate mentions in *Logistics Management*, *DC Velocity*, *Logistics Today*, *Manufacturing Business Technology*, and *World Trade*, among others
- Dozens of product announcements in prestigious publications including *IndustryWeek*, *Managing Automation*, *DM Review*, *Supply & Demand Chain Executive*, and *eWeek*, among others

QuestaWeb just signed a global automotive giant and is in negotiations with another. With the assistance of DPR Group, QuestaWeb took its product — and its company — to the next level.