

Early in the game, raising awareness by example



Blogscanning

ROBERT JANELLE

While working out the marketing strategy, Mr. Rudyk was approached by one of the programmers who mentioned he had a blog. Curious, Mr. Rudyk asked how many readers the blog had and who they were. The programmer replied that there were 600 regular subscribers, mostly Microsoft architects and developers.

"If there were 600 people we needed to reach, these were them," says Mr. Rudyk.

So rather than aiming for traditional media coverage, Databeacon was able to build its buzz by having access to independent developers who happened to publish their thoughts on the web.

This was a lesson he kept in mind when he founded his own PR firm a short time later. After setting up shop in Almonte, he

discovered that Ottawa's technology sector was not taking advantage of the new media tools that were available.

"Nobody in Ottawa was blogging, had RSS feeds or podcasts," he says.

To rectify the situation, Mr. Rudyk contacted **Ottawa Centre for Research and Innovation** CEO **Jeffrey Dale** about starting a podcast, titled OCRI Radio, as a way to lead by example.

Market2world continues to lead by example. Its web site [www.market2world.com] contains the usual company mission statement, biographical information and contact info. But the home page also shows the most recent blog posts from Mr. Rudyk and the rest of his staff writing about marketing and providing commentary on the local tech scene.

"We try to share what we learn as we figure it out," says Mr. Rudyk.

Beyond just looking to the blogosphere for coverage though,

social media has a lot of other tools to offer to modern marketers. Through the use of new tools, market2world is able to mount PR campaigns for companies in Europe without ever seeing the clients face-to-face.

The clearest lesson from looking at modern marketing is that the rules have changed, not just for the publishing world, but the marketing world as well.

"Not to use those channels is not to do marketing in the 21st century," says Mr. Rudyk.

Bob Janelle is a freelance journalist who has plied his trade at the Citizen and Kingston's Whig-Standard. A bilingual grad of Algonquin's J-School, where he won awards for both writing and photography, he is a self-confessed video game addict.

"Not to use social media channels is not to do marketing in the 21st century."

Ottawa's technology sector was not taking advantage of the new media tools that were available.

The lead-up to **Apple's** release of the iPhone last year saw plenty of hype, but also its share of pre-release criticism. Months before the device hit stores, **Microsoft** CEO **Steve Ballmer** was out in the media chastising the device as being bad for business users.

Needless to say, this upset many in the Mac community. One of those people was **Alykhan Jetha**, CEO of **Marketcircle**, a Markham, Ontario-based software firm that develops business productivity applications for Apple computers.

Like many modern companies, Marketcircle keeps a corporate blog, giving Mr. Jetha an immediate soap box to mount and respond to Mr. Ballmer's criticisms.

So on April 20 Mr. Jetha posted a rebuttal, listing the many ways in which the iPhone is an ideal device for small businesses and accused Microsoft of launching a FUD (fear, uncertainty and doubt) campaign.

While the post certainly got Mr. Jetha's thoughts off his chest, it served a second purpose: marketing!

His response was picked up by other blogs, which had links pointing back to the Marketcircle site and even scored some mainstream media attention with Macworld running a news brief on their site about the posting.

However, all the publicity the company gained from a single blog post didn't happen entirely by accident. There was help from Marketcircle's public relations firm, the Almonte, Ontario-based **market2world**. It was the PR team who encouraged Mr. Jetha to put his complaints about Mr. Ballmer's remarks into a blog post and then sent out a press release regarding the rebuttal.

This kind of new-media marketing is all in a day's work for market2world and its founder and CEO **Nathan Rudyk**.

Mr. Rudyk first discovered the marketing potential of the blogosphere while working at **Databeacon** in (later acquired by **Cognos** which was then acquired by **IBM**) in 2004. The company was in the process of porting one of their enterprise applications to Microsoft's .NET framework and learned that this would be the first enterprise app to fully use the framework.

nuggets

Acquisition done

Netistix Technologies Corp. is now officially the property of **BSM Technologies**, the acquisition of the Ottawa-based company having been finalized over the holidays. The deal, which was first announced in late October, saw BSM acquire all outstanding shares of Netistix for about 7.14 million common shares of Woodbridge, Ont.-based BSM, priced at \$0.14 per share. "We are pleased to have concluded the acquisition of Netistix Technologies," states **Nick Cirella**, CEO of BSM. "Together with our earlier acquisition of **SecTrack**, this positions BSM among the world leaders in Fleet Management Product Suites." Netistix is the developer of FleetPulse, a wireless fleet management system which provides operators with such services as fuel usage monitoring, safety management and GPS tracking.



No. 2

March Networks is ranked the second largest supplier of video surveillance equipment to the North American retail market. A report from **IMS Research** identifies the Ottawa company as one of three providers each with a 6% of the \$437 million video surveillance equipment market, which is expected to grow to \$586.4 million in three years. "Our efforts to engage with our customers and respond to their needs helped us develop leading retail solutions that have proven both reliable and highly effective in some of the largest retail deployments in North America," says **Peter Strom**, president and CEO,

March Networks. "We are extremely pleased to be recognized for our success in this high-growth sector and anticipate increasing our retail vertical market share in 2008, both in North America and in other target markets." More than 100 retail organizations use March's analytic tools and IP video solutions to prevent losses, mitigate risk, enhance security and improve overall store performance. Such technologies are integral to reducing internal theft, organized crime and other sources of inventory shrinkage, which cost US retailers an estimated \$42 billion a year.



Bang & Olufsen deal

Wi-LAN is licencing its V-chip technology to Denmark's **Bang & Olufsen**, a major supplier of high-end consumer electronics. "We are very pleased that Bang & Olufsen, a marquee manufacturer of home entertainment products, has negotiated licence agreements for our V-chip patents," says **Wi-LAN** V-chip president **Najmul Siddiqui**. "Our V-chip licensing team generated significant momentum in 2007 and we expect this momentum to continue in 2008." Bang & Olufsen is licencing the patents on a running-royalty and has agreed to make retroactive payments for past, unlicensed use of the patents. **Wi-LAN** has now signed 117 licence agreements for its V-chip patents, the television parental controls technology which the company acquired six months ago.



Big deal from pard

Water and wastewater treatment systems maker **Seprotech Systems Inc.** receives its first large order through its new partner in Mexico, **Evans Power Equipment**. The 7.75-million-peso (\$728,000) deal with an unspecified Mexican real estate developer, will earn Seprotech over \$72,000 in equipment royalties, as well as payment for engineering, management and sales support expenses. "We are very encouraged by this early success with a major developer. It is very important to have an installed base to promote sales and this project will serve as a reference site for Seprotech's water treatment solutions in Mexico," says **Martin Hauschild**, president and CEO of Seprotech. "Clean water is a vital requisite to Mexico's economic boom and the need for water treatment solutions remains strong throughout Latin America. The sales channels opened through Evans' network of over 400 offices and manufacturing sites would have otherwise taken us years to develop." Last July, Seprotech announced it was entering into a partnership with Guadalajara-based **Evans Power** to manufacture, sell and distribute its pre-engineered water and wastewater treatment solutions throughout Mexico and the broader North American market.

More, see **Nuggets**, page 8

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