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CASE STUDY

Netergy (8x8) Brought into the Market then Sold

CHALLENGE

Netergy, the leader and largest supplier of chip technology in the videoconference equipment market, wanted to grow their business and leverage their investment in technology. The security market was a logical target because the industry was moving to remote video monitoring. Once the company built sales and a market presence their goal was to spin off the security division and refocus on their core business.

SOLUTION

Assist the company in their product launch and subsequent next steps in the industry. They had internal talent to implement the P/R campaign and product development, we provided the market information and refined their efforts. Tasks:

- Initially provided a background on the security industry.
- Suggested trade shows, P/R and business launch.
- Helped refine their distribution and pricing strategy.
- Assisted management in understanding the key drivers, motivations of buyers and the competitive environment.
- Reviewed the product so we could suggest and prioritize features for next generation product.
- Once the company achieved their sales objectives they wanted to find a buyer and came to Sandra Jones and Company. We successfully sold their company.

RESULT

- Shaved 6 to 12 months off their product launch.
- They received 110% out of their marketing budget.
- Helped them profit through the sale of the division.

REFERENCE

From Division President Jonathan Foster "... I want to thank you for the assistance you provided to 8x8 Inc. during the year. As you know, 8x8 is a worldwide leader in video transmission technology, but we had no prior experience in the security industry. Your knowledge of the industry was extraordinarily beneficial in bringing us 'up to speed' in much less time that we could have done on our own. In addition, your marketing ideas helped us place, price and promote our first entry in the security market, the RSM-1500, in a manner that, in hindsight, was absolutely correct -- and probably helped contribute to the RSM-1500 winning the best new product award at ISC New York. Further, your contacts within the industry have helped us in a variety of ways including, for example, having led us to our new director of sales for security products. Finally, we have greatly enjoyed working with you and have appreciated your willingness to deal with certain requests we made under tight time deadlines.