



Sandra Jones and Company
10100 Sherman Road
Chardon, Ohio 44024
Phone: 440.285.4444
Fax: 440.286.9169
www.sjandco.com

CASE STUDY

SightLogix Brought to Market

CHALLENGE

SightLogix created a unique and complex outdoor video product. Not only were they marketing a new company, they were marketing a fairly new technology. The founders and management are successful business people and respected engineers from Sarnoff labs. While they received an excellent response from those who saw the product and learned about the solution they were providing, they were unable to attract the attention of the key target buyers. Our goal was to help them accelerate their time to market and help them get the attention of their target buyers. While this is a traditional practice of ours, the challenge with SightLogix is they did not believe in print advertising.

SOLUTION

After evaluating their technology we agreed to assist them in accelerating their results. They retained us for one year during which we provided guidance and support in many areas. Our goal was to help them come to market the right way the first time. Some of the activities included:

- Refine their target vertical markets.
- Meet with their investors and perspective investors to help them understand the security industry and SightLogix' place in the market .
- Helped them speak security. Every industry has their own jargon so we helped SightLogix develop their messaging and wrote for them so their collateral would hit the key points/needs of this market. (Our whitepaper was the 2nd most read document in one publication)
- Interviewed and found them a PR firm that could help them.
- Assisted with their product launch at a major trade show. We introduced the press to them and invited key buyers and installers to meet with them.

RESULT

Our recommendations helped them become known to the press and key buyers in less than 3 months. This would have taken them years to accomplish, plus people trust our recommendations. We don't accept every product or company that comes to us for that reason. The result is the company is gaining traction with buyers, is now specified by many companies and is being considered by others, and the company is closing sales.

REFERENCE

"It is rare to find partners such as yourself and indeed every moment and dollar we have invested with you has been worth its weight in gold. I would be privileged and delighted to write a letter of recommendation and I hope it goes without saying that should you need us to provide any personal/phone reference, we would be delighted to do so." - Deepam Mishra, VP of Marketing



Sandra Jones and Co was instrumental in accelerating the market's understanding and acceptance of SightLogix' many innovations and technology. Sandy is amongst the most passionate, well-networked marketing and strategy consultants I have worked with and is distinctively qualified to provide a comprehensive security marketing perspective.

SightLogix engaged Sandy when entering the market with our sophisticated video surveillance technology. Sandy instantly realized the business value of our innovations and helped us to articulate our value clearly and in a meaningful way to the target market. Sandy follows a rigorous due diligence process for vetting all projects she undertakes and therefore carries significant weight with industry leaders, top integrators, and the industry press. We found Sandy to be highly dedicated to her work with efforts that went way beyond our expectations.

John Romanowich
President & CEO