



WHEN ALL THE PIECES FIT

Rainbow Technologies embraces both the challenges and benefits of their international market

By Dan Chmielewski

“Rainbow” is actually one of the most common business names, but the marketing team at Rainbow Technologies in Irvine, California is anything but common. The team, which is spread throughout the world with members in the U.K., California, Hong Kong and Brazil, meets regularly for creativity workshops, messaging sessions and informal team building exercises that foster creativity. Rainbow Technologies is a leading provider of security solutions that protect software from anti-piracy, provide secure remote access solutions and makes USB authentication tokens that replace user names and passwords. Rainbow also makes very high assurance security solutions used by the US Government.

Since Rainbow Technologies is a global company, the creation and set up of a marketing organization and structure that would not only reflect that, but one that also allowed to take the best ideas and concepts from all the regions and incorporate that into an overall global marketing direction.

Sounds easy enough. And while the global nature of the company and its business is truly universal, communicating the value proposition in a common way didn't always work. For example, the company's catch-phrase, “Making Security Simple,” didn't translate well in Chinese or Japanese. So the team needed

to brainstorm to develop policies and plans to ensure consistency in message even when a direct translation wouldn't work.

“Global marketing is a lot like assembling a jigsaw puzzle - all the pieces have to fit just right or the image becomes blurred or unrecognizable,” said David M. Lynch, former vice president of marketing at Rainbow. “It's a lot more than producing collateral or building a Web site. It is ensuring that all members of the marketing team are involved and knowledgeable about what we where trying to accomplish, and then creating ways where we can absorb and adopt ideas and concepts from around the world to make the overall picture clearer or brighter.”

Technology marketing continues to evolve digitally. One of the action items created by a team workshop with Rainbow's international marketing team revealed that the company's corporate Web site, as a marketing vehicle, was underutilized. Rainbow wanted to take steps to make sure search engine key-word-search tools were optimized and that the content of the Web site meant there was sufficient repeat traffic from interested prospects.

The challenge was transforming Rainbow's Web site (www.rainbow.com) from a static information website to an up-to-date information portal on data security. By making

Rainbow's Web page a true destination site on topic issues in data security, Rainbow's marketing team created custom content and integrated the content with the MarketFirst marketing automation software and Onyx customer relationship management software used by Rainbow. The next challenge was to globalize the process and replicate this initiative for other parts of the world.

"Over the last year, we have worked very closely with our Asia Pacific, European and South American marketing teams to more fully understand the cultural differences and nuances as we built our global website into a dynamic and lead generating machine," said Anthony Sanchez, director of iMarketing, Rainbow Technologies. "Our collateral, campaigns and online messaging is strengthened because we validate them across the regions."

"One of the major projects in 2003 was translating the redesigned Website into eight languages," Sanchez added. "We worked very closely with employees from these countries to understand how our message is perceived in their country, and often times we had to come up with an alternative way to say something that cannot be literally translated. Without our diverse team working closely together, we might have sounded unprofessional in our communications and may not have been considered as a viable vendor in the local geography."

"Consistency is essential in establishing a strong brand image, and we needed to reflect this consistency in our web structure, creating an environment that would ensure that all Web sites reflected our brand and market image while at the same time allowing for the cultural and product differences specific to the various regions that we worked in," added Lynch. What would work in the US may not necessarily work in Japan for instance. This required making

Members of the Rainbow Technology marketing team include (from left to right) **David Lynch**, Vice President of Marketing; **Jeff Laubhan**, Sr. Product Marketing Manager; (kneeling) **Dan Chmielewski**, Sr. PR Manager; **Therese Hong**, Product Marketing Manager; **Aaron Pereira**, Designer, **Anthony Sanchez**, Sr. Manager of iMarketing, (kneeling) **Karen Tacy**, Events Manager, **Thomas Toth**, Corporate Web Master, and **Issac Alves**, Sr. Graphic Communications Specialist

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sure that all members of the marketing team - both corporate and regional - were equally represented in the planning and implementation and ongoing modification."

Rainbow's Web site features a rich library of white papers, custom issues-based research, and news announcements. In addition, the company hosts issues-based Webinars directly via its Web site or through a third party Web service (with an archived file on the corporate Web site), and even processes multiple email direct marketing campaigns. Potential customers register to access content and the information is processed into the companies integrated marketing automation software to track program effectiveness. The registered and qualified leads are then routed to sales, allowing Rainbow's iMarketing team to effectively track the value of a marketing program, a white paper, a Webinar or an advertisement.

Before the process started, Rainbow had generated close to 350 qualified leads per month. Once the iMarketing programs were put into place and the Website was redeveloped and relaunched, Rainbow increased the number of qualified leads received each month to 1,000 and cut costs by 35 percent.

The marketing team celebrated their success by challenging the company's IT staff to a paintball tournament. An uncommon way to celebrate an uncommon success.

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For more information about Rainbow technologies, visit their website at www.rainbow.com, or contact Dan Chmielewski, Sr. Public Relations Manager, at dchm@rainbow.com.

