

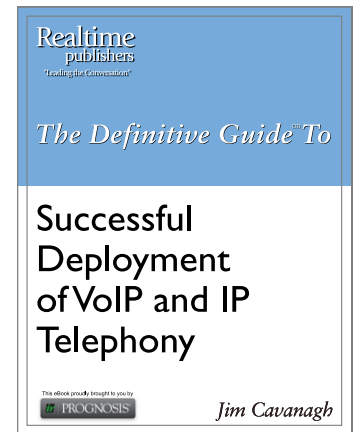
"I am pleased to say that the eBook far exceeded our lead generation and ROI expectations,"

- Mike Goodman, Global Marketing Manager, Integrated Research

Integrated Research (www.prognosis.com) is a global provider of performance monitoring and diagnostics software for high-reliability computer systems. Its marquee product suite, Prognosis, is used to monitor and manage large-scale IP telephony and Voice over IP (VoIP) networks. To meet their goal of introducing Prognosis to mid- and enterprise-level businesses that were either considering a move towards VoIP and/or IP telephony solutions, or already using them, Integrated Research selected Realtime Publishers' proven eBook campaign.

Using a Realtime eBook Campaign to Reach Mid-Level and Enterprise Markets

"We've worked with Realtime Publishers since 2004 and used their authoring services to produce a number of white papers, articles, and case studies," reports Mike Goodman, Global Marketing Manager for Integrated Research. This confidence in Realtime Publishers' technical expertise from past performance led Integrated Research to sponsor *The Definitive Guide® to Successful Deployment of VoIP and IP Telephony*. Authored by VoIP and IP telephony industry veteran Jim Cavanagh, this eight chapter eBook provides practical insights into the specific steps organizations need to take to be successful with the implementation of VoIP and IP telephony. Written in a clear, concise format for both technical and non-technical professionals alike, *The Definitive Guide® to Successful Deployment of VoIP and IP Telephony* offers a thorough explanation of the complete lifecycle of IP telephony, including planning and assessment, pre-deployment, implementation and migration, and optimization.



Sponsor:

Integrated Research

Industry:

VoIP and IP Telephony

Objectives:

- Educate prospects on necessary steps for successful VoIP and IP telephony implementation
- Introduce Prognosis product suite to mid- and enterprise-level businesses

Campaign:

Realtime eBook campaign

Results:

- Captured full contact information for more than 5,200 IT professionals
- Captured 1,700 respondents within first three months of the campaign
- 78% of respondents reported budgets devoted specifically to VoIP and IP telephony solutions
- 51% of respondents were either considering VoIP and/or IP telephony solutions, or had already implemented VoIP or IP telephony
- 62% of respondents were employed in the desired mid- to enterprise-level category range

Though this eBook was written independent of Integrated Research, Realtime Publishers consulted with the company on content direction and objectives. Following the innovative Realtime publishing model, each eBook chapter was released as it was completed. Realtime Publishers and Integrated Research co-promoted each chapter. Realtime Publishers posted the eBook to its leading Realtime Nexus Digital Library and drove traffic to the eBook by way of dedicated email campaigns, bi-monthly newsletters, and prominent Web site placement.

Delivering Qualified Lead Generation, Higher ROI

More than 5,200 IT professionals registered to receive *The Definitive Guide® to Successful Deployment of VoIP and IP Telephony*. Not only did the eBook provide an educational resource for Integrated Research's prospect base, it also positioned Prognosis as a brand leader in the VoIP and IP telephony space. In terms of attracting Integrated Research's target audience, 51% of the respondents either used VoIP and/or IP telephony, or were considering a move towards VoIP and/or IP telephony. 63% of respondents were employed in the desired mid- to enterprise-level category range. "When we decided to go ahead with the IP telephony eBook, we were unsure how the ROI would stack up," explains Mike Goodman, Global Marketing Manager for Integrated Research. "I am pleased to say that the eBook was very successful and far exceeded our lead generation and ROI expectations."

Campaign Details:

- Each eBook chapter released and promoted immediately upon completion
- Dedicated promotional email sent to more than 20,000 IT professionals at beginning and end of campaign
- Announcement of each chapter included in Realtime Reader monthly newsletter (circulation: 140,000)
- Regular chapter alerts sent to readers after each chapter posted
- Seven-episode podcast series featuring the author produced and syndicated to promote awareness and registration for the eBook
- Prominent Web site placement on Realtime Nexus Digital Library offered throughout campaign

eBook Chapters:

1. Forward ... Into the Past!
2. The IP Telephony Lifecycle
3. Planning & Assessment
4. Design and Pre-Deployment Testing
5. Implementation and Migration
6. Ongoing Operations
7. Optimization
8. Sweating the Details and Assuring Success

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"Leading the Conversation"