

StartupFactory™

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Case Study: WebLOQ, Inc.



WebLOQ, Inc.

Headquarters: Monterey, CA
Product: Email security solution
Market: Enterprise & SMB security

Key Challenges

Prospects did not understand how easily email security could be compromised. Product introductions followed no particular protocol. PR was nonexistent. Corporate identity needed update. No existing trade show exhibit. No ads.

StartupFactory developed an updated corporate identity. A new strategy was defined that called for print ads serving key vertical markets. Numerous press releases and feature articles were pitched and published in trade press. A small, flexible, easily modified trade show exhibit was developed to serve vertical markets. Collateral and web development that reflected the strategy and messaging were employed. The result was improved customer understanding, steady adoption of the new email security technology, increased interest in products, consistent, positive media coverage, and steady growth in sales activity through startup phase.

SOLVING YOUR TOUGHEST IT SECURITY PROBLEM HAS NEVER BEEN EASIER.

DO NOT ENTER

Privacy is the solution. WebLOQ delivers the ultimate solution to your IT security and data loss problem by making advanced critical business communications and transactions entirely and completely private. Your sensitive email, identities, documents and e-files become virtually invisible to hackers, spammers, phishing, data thieves and other malicious parties. And, the WebLOQ ePrivacy solution is 100% legally compliant—allowing you to effectively meet regulatory requirements like SOX, GLBA, H1 CR and HIPAA. The benefits are clear. WebLOQ provides a fully secure, easy-to-use ePrivacy solution that keeps you and your organization safe and responsible for cyber-crimes. Simply download and you can begin to protect your business' connectivity with chosen e-mailing partners. The ePrivacy solution includes proven, dual-layered with revolutionary privacy protection that is passed to you and the end user. The new security and ePrivacy you can rely on to protect the information you may call on will live at it.

TRY IT FREE FOR 30 DAYS AT WWW.WEBLOQ.COM

FAST RELIEF FOR PAINFUL IT SECURITY, DOCUMENT EXCHANGE AND HIPAA COMPLIANCE.

Did the targets really receive my e-mails?
Did the file go to the correct party?
Will we pass our HIPAA audit?
Is our electronic PII protected?

Privacy is the solution. WebLOQ streamlines IT security, regulatory and business process/handoffs by making critical communications, transactions and documents exchange completely private. Sensitive emails and documents—including invoices, claims, prescriptions and electronic PHI—become virtually invisible to hackers, data thieves and malicious parties. Plus, the WebLOQ ePrivacy solution is fully-compliant and HIPAA ePrivacy compliant. The benefits are clear! Traditional approaches to IT security are not designed to support improved business efficiencies. Only WebLOQ provides a secure, easy-to-use way to streamline sensitive business processes and facilitate document exchange in a way that is accessible, free of fees, simple to deploy and impossible to hack. The solution runs from your existing email applications and streamlines the hassle of sending and receiving important business files. In essence, your organization can begin building a highly secure e-business community with whatever you choose—including partners. The unique solution is highly reliable and continues to grow, integrating technology with sophisticated privacy protection that is fully transparent to the sender and the recipient. The result is ultra powerful business IT security, ePrivacy and an integrated bottom line—all achieved quickly and painlessly. For more information please call us toll free at 1-800-615-9886.

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Program Elements

- Print Advertising
- Public Relations
- Trade Show Support
- Web Support
- Collateral Materials