

**CASE STUDY**

# Building a Thought Leader in Application Security

How LaunchTech Amplified Denim Group's Voice, Enhanced Thought Leadership, and Secured a Successful Acquisition

## INTRODUCTION

Denim Group, a leading independent application security firm, has been a trusted advisor to organizations seeking to assess and mitigate application security risks. The company's flagship platform, ThreadFix, accelerates the remediation of application vulnerabilities.

When Denim Group needed to build a media presence, the company partnered with LaunchTech, the PR and Communications arm of CyberRisk Alliance. Over a six-year engagement, LaunchTech helped Denim Group establish itself as a thought leader and significantly expanded the company's market footprint. These efforts led to Denim Group's successful acquisition by Coalfire, a leader in cybersecurity advisory services.

## CHALLENGE

Denim Group aimed to establish itself as a thought leader in the competitive application security space while expanding the visibility and market impact of its ThreadFix platform. Achieving these goals required robust media and analyst relations to amplify Denim Group's voice and enhance its industry authority.

## SOLUTION

LaunchTech implemented a comprehensive strategy to address Denim Group's needs:

### 1. Media Relations

LaunchTech directed proactive media campaigns that resulted in Denim Group spokespeople being featured in prominent media outlets such as Associated Press (AP), Agence France-Presse (AFP), Bloomberg, CBS, NPR, and PBS. Additionally, top-tier tech publications regularly cited Denim Group, including Dark Reading, DevOps.com, HelpNet Security, TechBeacon, TechTarget and SC Magazine. This extensive media coverage elevated Denim Group's profile and reinforced its authority in application security.

### 2. Analyst Relations

Through strategic analyst relations, LaunchTech ensured that Denim Group was consistently recognized and cited by leading industry analysts. This helped establish Denim Group's credibility and visibility in the application security market, further strengthening its market position.

### 3. Thought Leadership Support

LaunchTech supported Denim Group's thought leaders by enhancing their profiles and positioning them as experts in the field. This included drafting and contributing articles, blogs, and case studies, allowing Denim Group's thought leaders to focus on their core responsibilities while maintaining a strong presence in industry discussions.

# RESULTS

## Increased Share of Voice

LaunchTech's efforts increased Denim Group's **recognition as a leading authority** in the application security industry.

## Enhanced Thought Leader Profiles

Denim Group's thought leaders **became** sought-after experts, bolstering the company's reputation as a trusted advisor.

## Product Footprint Expansion

The strategic promotion of ThreadFix expanded Denim Group's market presence, attracting the attention of potential acquirers.

## Successful Acquisition

**LaunchTech's** media and analyst relations strategy **was crucial in making** Denim Group an attractive acquisition target for Coalfire.

*"We've been a long-time customer and have been very happy with our experience. In particular, good expectation management as we get what we are promised. The LaunchTech team has very strong communication skills. We never wonder what's going on. Most importantly, LaunchTech provides high value for money. I feel like I get results rather than just effort!"*

**- Sheridan Chambers**

VP of Integration & Strategy at Denim Group

## About Denim Group

Denim Group is the leading independent application security firm, serving as a trusted advisor to customers on matters of application risk and security. The company helps organizations assess and mitigate application security risk. Denim Group's flagship ThreadFix platform accelerates the process of application vulnerability remediation, reflecting the company's rich understanding of what it takes to fix application vulnerabilities faster.

LaunchTech's strategic approach to media and analyst relations, combined with thought leadership support, was instrumental in Denim Group's journey to acquisition by Coalfire. Through effective media and analyst engagement, LaunchTech significantly increased Denim Group's share of voice, enhanced the profiles of its thought leaders, and amplified the footprint of the company's ThreadFix platform.



LaunchTech Communications is a PR agency dedicated to raising brand profiles through detail-oriented, strategic communications programs. We serve fast-paced, global companies that are disrupting high-technology markets and challenging traditional thinking. Our veteran team of PR and AR professionals possesses unparalleled industry expertise, an extensive body of work, and a resolute commitment to producing immediate results while simultaneously laying the groundwork for long-term brand visibility and recognition. As a result of our aggressive and agile execution, our clients are consistently featured in the news as market leaders and thought leaders rising above the noise and ahead of the competition.

## Other areas we can help:

MEDIA RELATIONS

MESSAGING & CONTENT

ANALYST RELATIONS



CyberRisk Alliance (CRA) delivers programs that accelerate solution awareness, generate qualified leads, and enable rapid revenue growth for cybersecurity solution providers. We do this by engaging the entire cybersecurity and IT community.