

WEB 2.0 EXPO 2007

Exhibitor	Coradiant
Exhibitor Description	Coradiant produces User Performance Management equipment, focused on managing the performance of the online end-user experience.
Exhibitor Need	As the leader in User Performance Management, Coradiant was looking for a platform to reach the marketplace and to announce the availability of their new Performance Analytics product.
Solution	<p>Coradiant chose to use Web 2.0 Expo as a way to reach, engage and educate a broad segment of companies that run online applications about the product category and their User Performance Management tools.</p> <p>Given that Web 2.0 Expo attracts both IT and business decision makers, participating in this event provided them with a direct method of meeting their target audience face-to-face, as well as an opportunity to meet with current customers.</p> <p>Coradiant took full advantage of Web 2.0 Expo by exhibiting at the event, announcing a new Performance Analytics product, moderating an educational track on Building Web 2.0: Next-Generation Web Platforms, and also held their own West Coast User Group meeting after the event knowing that a good cross-section of their West Coast customers were attending Web 2.0 Expo.</p>
Results	Coradiant was pleased with their involvement at Web 2.0 Expo. Participation in the educational track helped to identify themselves as leaders in the Web 2.0 marketplace. In addition, they were able to close business due to leads generated at the event and strengthen their relationships with their current customers.

“Web 2.0 Expo provides us an opportunity to reach a broad range of buyers and thought leaders.”

—Tony Tissot, Director of Marketing, Coradiant

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