



## **BRADFORD NETWORKS + MAGNETUDE** THE TEAM APPROACH

**Bradford Networks** is increasing the security posture of global enterprises with a comprehensive network security solution focused on endpoint visibility, dynamic control and automated threat response. Over the course of a decade, Bradford Networks became a recognized leader in the Network Access Control (NAC) market – achieving Visionary status in the Gartner Magic Quadrant. Bradford Networks sells exclusively through channel partners.

## MAGNETUDE WAS BROUGHT ON BECAUSE OF THE TEAM'S INDUSTRY AND MARKETING DOMAIN EXPERTISE:





DEEP DIGITAL MARKETING **KNOWLEDGE** 



In early 2016, Bradford Networks began working with Magnetude Consulting on a broad range of strategic and tactical initiatives, recognizing the senior support and expertise Magnetude offered that would provide needed resources to a small in-house marketing team.

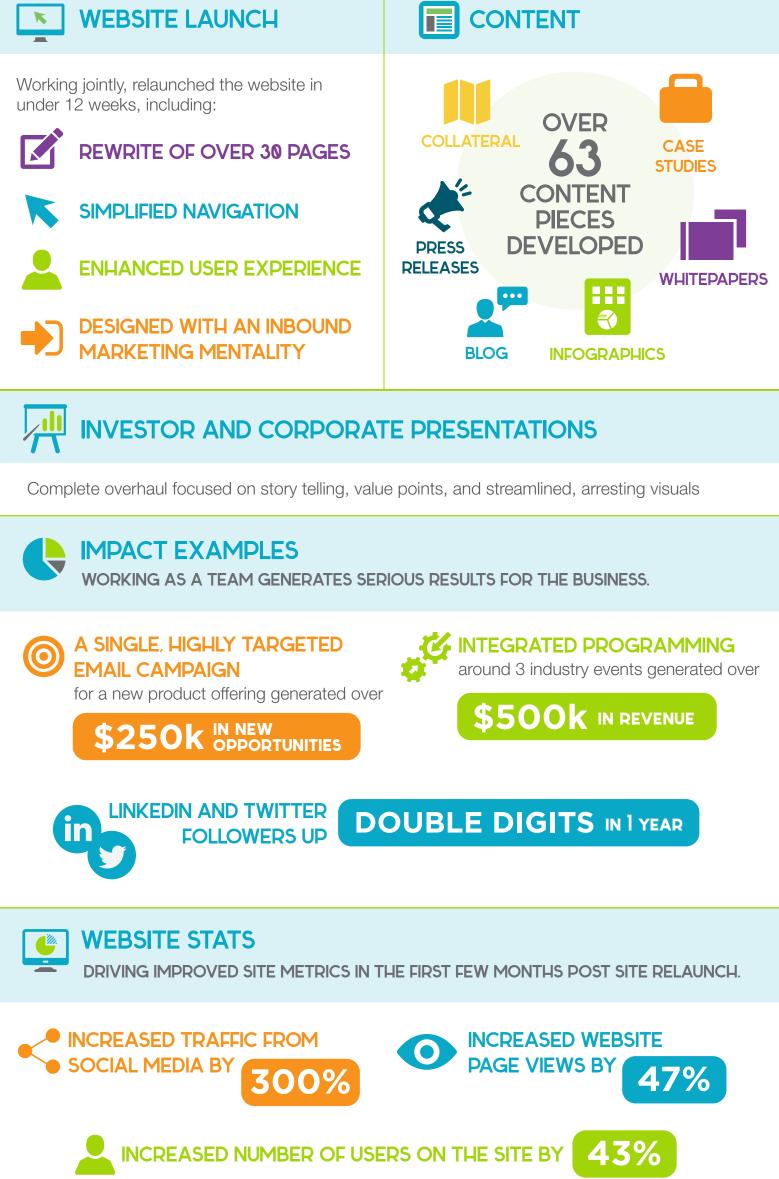
Working strategically with the Vice President of Marketing and Business Development, the Director of Marketing and the executive leadership, Bradford Networks engaged with Magnetude to reposition the company in the emerging security automation and orchestration space and provide on-going marketing support across all disciplines including content and digital marketing, SEO, public relations, and channel marketing. Given the dynamic nature of the security industry, the partnership has remained successful based on the tight integration of joint resources, the agility and accessibility of the team, and the deep knowledge of the market.

The one line item in my budget that is off-limits has the Magnetude name attached to it. The mutual trust, open and honest communication, and the ability for the Magnetude team to consistently deliver new ideas, share best practices, and keep multiple programs moving ahead has significantly impacted the business in general, and personally, it allows me to focus on the most pressing issues. Together, we've achieved a vibrant and noticeable buzz in the market and have re-invigorated the positive forward momentum necessary to leapfrog competitors who have greater resources.

- Michelle Coulombe Director of Marketing Bradford Networks



## **RELATIONSHIP HIGHLIGHTS**



WANT TO LEARN MORE ABOUT HOW MAGNETUDE CONSULTING CAN SERVE AS AN

## EXTENSION TO YOUR MARKETING TEAM?



**Magnetude** is a full service marketing firm that specializes in working with small and mid-sized B2B tech companies, providing a fractional or outsourced marketing department spanning strategic and tactical support.

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