The Company iTwin

A brief review on the background of company iTwin

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Abstract

iTwin is a successful startup company in Singapore. iTwin has made a good mix of active and passive marketing methods to successfully build the brand awareness. The company has opted to use social media advertising and online marketing tactics like- attending a lot of international trade shows.

The case has detailed information to analyze the problem that was solved by the information technology tools and services provided by iTwin. iTwin has provided the privacy and security to the public Internet. iTwin provides two devices- iTwin Connect and iTwin File Access to make public internet access and information transfer private and secure for the customers .

iTwin has successfully used the online marketing channels to create a market place. With an example of iTwin, the case focuses on one key issue- "Entrepreneurs Seek for the Right Marketing Channels". It leads us to compare the advantages and disadvantages of online and offline marketing. The case also highlights the successful implementation of marketing tactics for entrepreneurs to launch their newest product.

AMERICAN INTERNATIONAL UNIVERSITY -BANGLADESH

Bachelor of Business Administration

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1. [illegible]
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CASE STUDY DISSERTATION PROPOSAL 1

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Why this particular company?

iTwin is a successful startup company in Singapore. iTwin has made a good mix of active and passive marketing methods to successfully build the brand awareness. The company has opted to use social media advertising and online marketing tactics like- attending a lot of international trade shows.

The case has detailed information to analyze the problem that was solved by the information technology tools and services provided by iTwin. iTwin has provided the privacy and security to the public Internet. iTwin provides two devices- iTwin Connect and iTwin File Access to make public internet access and information transfer private and secure for the customers.

Commented [A1]: Company and case nicely introduced

iTwin has successfully used the online marketing channels to create a market place. With an example of iTwin, the case focuses on one key issue- "Entrepreneurs Seek for the Right Marketing Channels". It leads us to compare the advantages and disadvantages of online and offline marketing. The case also highlights the successful implementation of marketing tactics for entrepreneurs to launch their newest product.

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A brief background about the company:

The Company:

iTwin is a successful startup company that enables security and privacy for the personal data while using public internet. Till now the company has won multiple awards for its path breaking products such as iTwin SecureBox, remore file access product, iTwin Connect, etc. iTwin made the public internet usage private and secure in the era of cloud generation.

Although, iTwin has made a significant impact as a start-up, the co- founders of the company, Lux Anantharaman (Lux) and Kal Takru (Kal) are still considering the right marketing channel to create more brand awareness and extend the customer reach. iTwin marketing strategy has mainly focused on the online marketing channel while offline channel doesn't seem viable for the start up until now.

The Key People:

Commented [A2]: The chisen sub-headings are appropriate

Lux Anantharaman- Co-Founder & CTO (Chief Technology Officer)

Lux Anantharaman completed a Bachelor degree in Electrical and Electronic Engineering from IIT in Chennai and a Master degree from IISc in Bangalore. After completeing the education, Lux started working as an IT security researcher at the Institute of Systems Science, Singapore. Later he joined Kent Ridge Digital Labs and the Institute for Infocomm Research as Senior Researcher. Lux's expertise can be summed up in the areas like- PKI implementations, efficient digital certificate revocations and usable security.

Kal Takru, Co-Founder & COO

Kal Takru has completed Bachelors and Masters Degrees in Computer Engineering from NTU Singapore. After that, he started working on Competitive Intelligence and Planning for Singapore's Institute for Infocomm Research. Kal has spent more than 15 years in Singapore and knows the IT business landscape in the country.

iTwin vs. Cloud applications:

The storage of cloud and service of cloud computing provided by Apple Inc is known as

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iCloud. The service is useful for organizations because it lets users store data like music and applications of IOS into the computer servers for downloading the multiple devices such as devices running based on IOS on personal computers replacing various older services given by apple in the older days. With the help of this application, organizations are able to sync data centers with regard to email, contacts, calendars, bookmarks, notes, reminders, iWork documents, photos and much more.

This allows the users to back up with the help of wireless networks their devices of IOS to iCloud instead of doing the same manually. This is the latest branding of Apple which can be used by organizations with regard to cloud computing services. This is a system based on clouds allowing users for storing their documents, applications and other information, sending it to the third party of IOS and the OS X developers of apps being able to implement the functionality of iClouds in the apps through the iCloud API (Chatti et al 2007).

On the other hand, iTwin device can take things further as it enables the organization for turning their home computer or their office computer into VPN at a personal level securing access to files, servers of desktops and printers. This provides a guarantee to privacy of networks when Wi-Fi is used at airports. The employees of organizations may want to use their office files sent across networks while travelling or while sitting in their private areas and in those areas, they should be ensured with safety.

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Key Aspects:

Commented [A3]: Appropriate transition is seen when shifting from one section to another

The Product:

iTwin enables security and privacy of data, when using the public Internet. One device

plugged in office computer and one other plugged in the carried computer make that all possible. iTwin wants to shatter the myth that security and simplicity cannot go hand-in-hand. For too long, security designers have put crypto protocols and algorithms first and the users, second. A security chain is as strong as its weakest link and in current security systems, users have become the weakest link.

With iTwin, the data can be accessed simply without compromising on security or privacy. The security- privacy integrated seamlessly into user-functionality. When using iTwin, security is an integral part of a pleasant user experience.

The Marketing:

The key people at the company know that consumers have become highly adept at ignoring advertising in all its forms. They skip TV commercials, stream free online radio, block emails from unknown senders and are virtually blind to banner ads. Therefore, they decided to ignore paid advertising because it is no longer a viable option for startups. Instead, they focused on optimizing their website. One of the basic attempts to succeed the online sales is by attracting the traffic to iTwin website on the first place. The web design for iTwin helps a lot to drive the traffic and to create a visible differentiation. So, at the end it can lead the customers to iTwin online shopping cart.

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Rationale behind the choice:

Commented [A4]: The section shows the writers ability to analyse and justify

The purpose of choosing iTwin as a case study is to provide a comprehensive view of non-traditional marketing and advertising methods like an online marketing. Both the strength and the weakness of this approach against off-line marketing will be analyzed through iTwin

marketing practices.

It is a strength because the case allows us to discover how iTwin has successfully used brand awareness tactics through many of trade shows beside social media advertising, direct E-mail marketing, search engine marketing and cold calling.

The key difference between our case study and other research in on-line marketing is that the case study is open to the use of mix of nontraditional on-line marketing by focusing on cost-leadership in order to reach the correct target customer.

On the other hand, an on-line marketing approach has resulted in many poor case studies, leaving it open to criticism, especially from the quantitative field of research. This case argues that there is a particular need in case studies to be explicit about how entrepreneurs strategically should choose their marketing approach when they enter the competitive information technology industry.

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New additional knowledge that the case will be adding to:

Commented [A5]: A detailed analysis for reference

The case provides a good mix of active and passive marketing tactics adopted by iTwin. Active marketing - When iTwin is actively reaching out to customers who may or may not be aware of iTwin. In order to reach the customers, iTwin attened international trade shows to promote their products and solutions in front of target customers. Social media marketing and email marketing are the other active marketing methods used by iTwin.

Passive marketing - When iTwin's customers are actively seeking out iTwin Connect or iTwin File Access. iTwin used search engine marketing to reach target customers by smart positioning. The sales team of iTwin also made cold calls to generate leads and promote the products. In this

case, the marketing was done before the need arose for the customers.

In addition to the related concepts and tools used for analysis and evaluation in the case study, we want to declare how iTwin has been successful in the places where iTwin knows that the customers are looking for iTwin products. Many of the iTwin customers do not realize yet that they have a need for at least one of iTwin's solutions till they come across the iTwin products. Interestingly, when iTwin launched the second solution, iTwin's marketer has cannibalized the first solution.

iTwin products are easy for online marketing but the sales are difficult to sustain without distribution channels. In our case, iTwin's marketer has done a successful online marketing but there were external and internal challenges. We aim to find solutions for-

1. The internal challenges- One of the biggest challenges faced by iTwin is cannibalization. Due to high cost of online marketing, some of the entrepreneurs go behind the sheen of online marketing without considering the issue of cannibalization. This is exactly what has happened with iTwin.
2. The external challenges- like competing with extremely big companies (like Apple) that have successful cloud applications. These companies can take over all iTwin solutions.

As iTwin's CEO share that the company has a plan to launch the third iTwin's solution, we aim to take one step ahead and discuss that raise a question-

Should iTwin launch a new product by using online or offline marketing? How can it launch the product successfully and promote the product features that would not result in cannibalizing earlier products?

Commented [A6]: Presenting data pointwise is always a good academic practice

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Related concepts:

1. Andrea, S., 2010. Itwin vs Dropbox: marketing offline device competition. journal of International marketing , pp. 213-214.
2. Camry, A. S. M. H. L., 2011. The launch of offline marketing, New York: Wiley press.
3. Chen, M. L. G., 2011. A comparison between marketing devices: Online and offline, Manhattan: Adventure works press.
4. James, D. J. S., 2012. Touching the boundaries of technology and beyond: How customers view marketing and technology together?. Journal of marketing.
5. Macynsey. A new way to measure word-of-mouth marketing.
6. Mariam, K. L. L., 2010. the future of marketing: How and Why?. Journal of International research, pp. 302-321.
7. Nathan, A. B. G., 2012. The networking between offline and online marketing. Journal of marketing research.
8. Oldroyd, J. B., McElheran, K., and Elkington, D. The Short Life of Online Sales Leads from Harvard.

Data Gathering and Analysis Methodology:

Commented [A7]: Nicely written

As a part of this case analysis, the main data gathering sources used are the secondary data sources like information available on the internet, books and journals. Case analysis is done to focus mainly on the marketing tactics adopted by iTwin, a star-up to promote the products.

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Brief Summary:

Commented [A8]: All components mentioned

iTwin, a start-up company providing solutions for secure and private data access in cloud generation, has fared successfully in the competitive information techonology industry. The company has opted for the active and passive marketing tactics to create its brand build a loyal customer base. The company has two main products- iTwin Connect and iTwin file access to make public internet usage personal and secure. One of the key issue encountered in case of iTwin is the cannibalization of product due to online marketing tactics. To move forward, the company must opt for appropriate marketing channels to launch and promote the third product.

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Criterion	Levels of achievement		
	Exemplary	**Good**	**Poor**
Writing style and presentation are clear			
• Introduction	Introductory statement clearly indicates the main purpose of the contribution and suggests the plan of organization, so the reader can anticipate the text that will follow.	Introductory statement indicates the main purpose of the contribution in general terms, so the reader has some idea of what will follow.	The introduction does not give an overview of the contribution so the readers are not sure what to expect as they read the text.
• Main Body	Main body of contribution makes connected points that clearly build the argument so the text flows from introduction to conclusion in a logical manner, thereby helping the reader to follow the thinking behind the text.	The main body presents a number of points that allow the reader to understand the argument, but lapses in the writing may force the reader to make some connections between the parts.	The text is not well structured so the reader must stop reading at times to try to makes sense of the text.
• Conclusion	The main point of the contribution is clearly indicated and reinforced so the reader can clearly remember it.	The main point of the contribution is indicated, but may be stated in an unconvincing manner.	The concluding section does not reinforce or revisit the main point so the reader is unsure about it and likely to misinterpret or forget it.
• Written expression	Sentences and paragraphs are well structured and clear so the reader can focus on what is written. Each paragraph has a topic sentence that indicates the subject matter.	Minor lapses in sentence structure, such as run-on sentences and unnecessarily complex sentence structures, force the reader to pause and reflect on the meaning of the text. Paragraphs present a complete argument, but may not flow so well.	Many sentences are poorly structured so the reader must stop often to reflect on the meaning of the text. Many paragraphs lack topic sentences or have poor flow so the main points and linkages among explanatory text are not clear.
• Grammar, punctuation and spelling	Grammar, spelling and punctuation are flawless, which allows the reader to focus on the message.	Some minor errors in grammar, spelling and/or punctuation detract from the quality of the text, but do not impair the communication.	Many errors in grammar, spelling and/or punctuation make reading the text difficult and communication is impaired.
Concepts and arguments are well developed			
• Accuracy	All information is accurately reported using appropriate terminology so the information is reliable.	The information is largely accurate but imprecise language could lead a reader to misinterpret aspects of the text.	Although the gist of the information is correct, there are problems with the interpretation of it. A reader can be misled by the text.
• Relevance	Connections between the	Connections between the contribution	Although the text is

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	contribution and the main topic of the discussion are clearly indicated.	and the main topic of the discussion are indicated or implied, but the reader needs to pause to clarify those connections.	relevant, this is not clearly indicated, so the reader must guess how the text relates to the main topic.
• Significance	The reason why the contribution is important to the overall discussion is clearly described and discussed so the reader takes the contribution seriously.	The reason why the contribution is important is touched on but not elucidated, so the reader must make some interpretations about the author's view of the contribution's significance.	The contribution may include significant material but this is not indicated, so the reader must guess it.
• Clarity	The main points and new technical terms are clearly described and/or explained so the reader is left with no ambiguity about what was written.	Although the text is clear to informed audiences, unexplained points may leave room for alternative interpretations of the text.	Key points and new technical terms are not explained so the reader is confused.
• Independence	The contribution is completely self-contained so the reader does not have to read other contributions or published materials to understand what was written about.	The text is sufficiently clear that the reader can understand the main point without further reading, but some parts of the text are not clear without consulting earlier contributions or other sources of information.	The text is written in a manner that presumes considerable prior knowledge, so the reader must have a thorough knowledge of what has been written about the subject in order to understand the main point of the contribution.
Contribution is responsive to another contribution	The writer links ideas submitted by others to their own contribution in a manner that substantially strengthens the group's efforts to resolve the main problem. This linkage can include elaboration of what was previously written, a critique or questioning of it, demonstration of linkages among two or more earlier contributions, and/or utilization of an earlier contribution as a foundation to build your own.	The writer makes references to earlier works that are a starting point for new ideas but, apart from the reference to the earlier work, not much information is incorporated	The text mentions other contributions but neither explains the reference nor substantially adds to it, so there is no clear benefit to the resolution of the main problem from citing the earlier contribution.
Text is supported by references			
• Sources indicated	All information and ideas that are not commonly know are supported with references to sources, so the reader has confidence that the information is not based on hearsay or the writer's opinion or assumptions alone.	Most sources are indicated, but in only a few cases the sources are not given or are ambiguous, so the reader has to check some of the sources.	Sources are cited for some specific parts of the contribution, but no references are supplied for information and ideas that are clearly not the author's, so the reader has no idea of the validity and authority of the information.
• Relevant	Information, concepts and opinions are supported with	One or a few references are used to support the text. Thus the contribution	Information comes from Web sites or other

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references	references to published literature, especially primary (original) sources of information, rather than review articles or textbooks. This allows the reader to independently review the cited sources. More than one reference is cited to support key points, which adds strength and authority to the argument.	is supported but this may be an idiosyncratic source. Some general references to textbooks are made that could have been replaced by primary references which are more thorough and authoritative.	sources that have no recognized authority, so the validity or strength of the source is unknown.
• Citation style	References cited appropriately in the text, and the correct format is used in the text when citing information, so the reader clearly knows which information is attributable to which source.	Minor lapses in citation format do not prevent the reader from finding the sources in the reference list at the end of the contribution.	Citation format incorrect or poorly placed in the text, so citations distract from reading.
• Bibliographic information	The reference list contains complete bibliographic information (author's name(s), publication date, title, source, date web page accessed), so a reader can easily find the references for their own research. The authority of sources can be evaluated by checking them.	Bibliographic information largely complete, but some information missing so the reader may have difficulty finding some references. Most sources can still be easily checked.	Not all references are listed, information in the reference list is incorrect, or important information is missing from the reference list, so the reader is unable to find the same sources of information and the authority of sources is almost entirely unknown.

Comments: A well written assignment with proper referencing done and guidelines followed.

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