

ArnoldIT - Louisville KY
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SNAPSHOT

Company:

Inforbix

Location:

Brookline, MA

Type of Business:

Software

Website:

inforbix.com



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The Client

Inforbix developed products that help companies easily index and retrieve information from within large data archives. The products work with CAD files and other engineering, manufacturing, and product data that is stored in a wide variety of formats. In 2012, the Inforbix technology was acquired by the CAD software giant Autodesk.

The Challenge

When Inforbix was ready to expand its marketing reach, it needed a way to connect with potential customers in countries where it was largely unknown. The company had a blog and a website, but they lacked the visibility necessary to reach a global audience.

The Solution

Working within a specific budget allocation, ArnoldIT created an Augmenttext program that included one daily article plus a longer weekly story posted on Beyond Search, the ArnoldIT blog that is closely followed by people working in the enterprise search arena. The stories linked Inforbix to the industry buzzwords such as Product Lifestyle Management (PLM) and to the broader issue of finding engineering drawings and other information that is created by different platforms.

The Results

Inforbix quickly saw an increase in visits to the company’s online platforms. It also saw its name connected to articles about PLM and similar topics. The increase in global visibility helped Inforbix expand its U.S. sales and service operations and contributed to the acquisition by Autodesk.