

ArnoldIT - Louisville KY  
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### SNAPSHOT

**Company:**  
LucidWorks

**Location:**  
Redwood City, CA

**Type of Business:**  
Software

**Website:**  
LucidWorks.com



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*"(ArnoldIT) quickly assessed our level of brand awareness and put a plan in place for significant improvement. In a short period of time, their execution dramatically increased our visibility within our targeted sphere of influencers."*

*-- Paul Doscher,  
President and CEO*

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## The Client

LucidWorks (formerly Lucid Imagination) provides enterprise-grade search development platforms built on the Apache Lucene/Solr open source technology. The company has a full-time engineering and support team that focuses on making its flagship product, also called LucidWorks, comparable to mainstream enterprise search systems that work with Big Data.

## The Challenge

Although recent computer science majors might be aware of the value and power of the Lucene/Solr technology, LucidWorks needed to raise awareness among decision-makers in the commercial sectors. It also wanted to educate potential clients about the different ways to implement Lucene/Solr and the value of working with a provider that can offer a high level of professional and technical resources.

## The Solution

An Augmenttext program that included a definitive profile of the company and a flow of objective articles on key subjects positioned LucidWorks as an authority in the Lucene/Solr product space and emphasized the company's work with well-known corporate clients. Other articles increased the awareness of the company's annual Lucene Revolution conference.

## The Results

LucidWorks saw information generated through the Augmenttext methods cited in real-time news indexes such as Topsy.com, and in Internet indexes in the United States, Europe and China. The increased visibility led to additional benefits for LucidWorks. For example, company executives were invited to speak at conferences that dealt with enterprise search software and, for the first time, industry analysts and reporters began watching and writing about the company.