



**Q2 CASE STUDY**  
**Q2 FUNCTIONS**  
**AS OUTSOURCED MARKETING**  
**DEPARTMENT FOR**  
**SOFTWARE DEVELOPER**

## **JX2 PROFESSIONAL SOFTWARE SERVICES**

JX2 Professional Software Services develops software for businesses in highly-competitive industries. JX2's customers have a lot at stake. These customers need to protect their end users' security while on their web sites or dialing into their call centers. JX2's solutions are on the leading edge of keeping customer information secure, from phishing to identity theft and other types of fraud. For example, they created a system for Terrorist Watch List Automation that complies with the Patriot Act. They collaborated to build a security workbook for NACHA—The Electronic Payments Association.

JX2 came to Q2 Marketing with these and other fantastic stories and a very high level of customer satisfaction. We recommended marketing collateral that included testimonials, as well as case studies, an updated web site and strategic messaging that would serve as the cornerstone of how the company sees themselves and is seen by customers and prospects.

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**“Selecting Q2 for our marketing development was the right choice for JX2. They worked diligently to understand our business and the quality of their work is top notch. I consistently receive great feedback on our collateral from customer prospects.”**

*-Brad Powell, President, JX2 Professional Software Services*

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We began with our Messaging Development Process (QMDP) that included a messaging workshop, drafting and final review of the JX2 corporate messaging. From there, Q2 prepared a corporate overview, financial services fact sheet and a total of eight case studies. Some of the case studies were not attributed to JX2's customers, as the nature of the work was sensitive. Q2 worked closely with JX2 to gather background for each case study, interviewed JX2's customers and prepared drafts and final versions. These resources and more can be found at [www.jx2services.com](http://www.jx2services.com). Q2 designed the web site and wrote the copy.

## **ABOUT Q2 MARKETING**

Q2 Marketing is an integrated marketing communications agency focused on the Washington DC region's B2B and B2G technology market. With qualified programs, the company is committed to ensuring clients spend their marketing dollars in the best ways, thereby reducing marketing risks. Q2 capitalizes on the synergy of client partnerships and their own market differentiators to drive revenue, bridging the divide between client need and agency delivery. With quantified results, Q2 is committed to establishing measurable metrics based on best practices—becoming an indispensable resource for clients. For more information on Q2's Outsourced Marketing Department program or other services, please contact [sales@Q2marketing.com](mailto:sales@Q2marketing.com) or call **703-273-2990**.

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