



the skyya is the limit.

strategic communications for technology pioneers



brilliant people. stellar results.

*"Simply put, we've built Skyya to be the PR and marketing agency we always knew was possible. An agency we can be proud of and a team of people you'll be proud to call your partner, your team, your friends."*



catch fire in the marketplace.

*"The company (our client) has literally caught fire in the market these past months. On top of that the company is proactive in seeking press. They are smart and aggressive. They know to set up meetings with journalists and analysts at every communications event they can. Their name is everywhere and their team seems to be omnipresent. They also blanket the market with positive PR. They are active... Very active. They put out announcement after announcement and the press can hardly keep up with it all. In addition their entire team overflows with passion and enthusiasm."*  
– Rich Tehrani, Editor-in-Chief, TMC, "PR and Marketing Done Right", November 10, 2007

it's your time to shine.



## Our Agency:

Skyya Communications is a full-service strategic communications agency with unparalleled experience serving the public relations and marketing needs of emerging and well-established technology companies in the U.S. and Europe. Skyya has primary offices in Minneapolis, Minnesota and New York City along with affiliate offices in Paris and London.

Our principals offer an average of more than 20 years experience in corporate leadership roles with technology organizations ranging from startups to Fortune 500 companies and at public relations and marketing agencies of all sizes. It is from this dual vantage point that Skyya was created with the conviction that there is a better way.

put your company on the map.



## Why Skyya:

When it comes to achieving your strategic communications objectives you have two basic choices; hire employees or outsource to an agency. While each option has its own inherent strengths and weaknesses, Skyya's "in-house agency" model incorporates the advantages of both alternatives while overcoming the drawbacks of each approach.

Here are just a few of the reasons our "in-house agency" model may be the perfect solution for your business:

- ◆ **Passion.** Our team members think like entrepreneurs and dedicated employees with a commitment to strategic goals and long-term company success.
- ◆ **Cost.** Skyya's affordable rates, low overhead and flexible terms are the perfect alternative to large agencies or in-house personnel.
- ◆ **Talent.** You enjoy access to a gifted and diverse team of experienced professionals for less than the cost of a single employee. And with Skyya, you don't get the bait-and-switch associated with larger agencies.
- ◆ **Teamwork.** We're more than a partner - we become a trusted member of your team.
- ◆ **Stellar Results.** At Skyya, our near-term results and successes are stunning. More importantly, they align with your strategy, your timeline and your ultimate business goals.

ignite your sales engine.

At Skyya Communications, public relations and marketing services are the foundation of our portfolio. It's our passion and it's the cornerstone of the value we bring to your organization, but that's just the start. With an unmatched depth and breadth of expertise developed while supporting well over 100 companies, our principals and affiliates bring an exceptional array of talent to your organization. Our key service offerings include:

**Public Relations:**

- Perception Analysis
- Public Relations
- Planning & Audits
- Media & Analyst Relations
- Press Releases
- Product Placement & Endorsements
- Industry Awards
- Speaker's Bureau
- Industry Events
- Crisis Communications

**Marketing Communications:**

- Marcom Planning & Audits
- Logo/Identity Services
- Trade Show Support Services
- Creative Services
- Content Development
- Advertising
- Web Marketing

**Strategic Marketing:**

- Marketing Planning & Audits
- Branding & Value Propositions
- Corporate Positioning
- Message Development
- Content Development

**Corporate Development:**

- Strategic Planning & Audits
- Lead Generation
- Product Management & Development
- Process Development
- Channel Development
- Channel Marketing

*"We were a virtually unknown IP-based networking company prior to engaging these guys for global PR and marketing. Their principals were in constant contact with our team, and functioned like an integral part of our company. In less than two years, they were instrumental in elevating our brand awareness and our media profile to a leader in our sector. With their hard work, our revenues more than doubled leading up to a successful IPO."*  
- CEO of Allot Communications



crystallize your message.

Skyya offers your organization access to exceptionally bright people with proven success in the following industry sectors and in environments just like yours:

**Business-to-Business:**

- Telecom/Networking
- Mobile/Wireless New Media & Marketing
- Hardware & Software
- Electronics
- GPS

**Business-to-Consumer:**

- Consumer Device
- Healthcare
- Medical Device
- Entertainment

Do you have star potential? Are you looking to achieve stellar results with your company's strategic communications program by working with the brightest team in the industry? If so, give us a call or drop us an email. Let us prove to you that when it comes to attaining your short- and long-term corporate goals, the Skyya truly is the limit.



dominate your industry.

brilliant people. stellar results.

the skyya is the limit.



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