

CLIENT CASE STUDY

Telerik

Developer Tools That Power 1.4 Million Developers

THE CHALLENGE

Founded in Sofia, Bulgaria, Telerik had built a world-class suite of developer tools, including Kendo UI, Test Studio, and Icenium, serving 1.4 million developers worldwide. But *breaking into the US tech media narrative from Eastern Europe* required a savvy, connected US PR partner who could position the company alongside Silicon Valley's biggest names in developer tools and drive the awareness needed to support a premium acquisition. After its previous agency failed to secure coverage in Tier-1 outlets like TechCrunch, The Register, and Fast Company, Telerik turned to Ignite to deliver the mindshare it knew was attainable.

THE APPROACH

Ignite X developed a US-focused communications strategy to elevate Telerik's market presence and support its growth trajectory:

- **US Market Positioning:** Positioned Telerik as a top-tier developer tools company in the US market, bridging the gap between Bulgarian innovation and American enterprise buyers
- **Product Launch Campaigns:** Managed comms for new division launch (Icenium), Kendo UI launches, DevCraft suite updates, and new platform releases across .NET, JavaScript, and mobile frameworks
- **Developer Community PR:** Built relationships with developer-focused media and analyst communities, positioning Telerik leadership for bylines, conference speaking slots, awards and special events
- **Thought Leadership:** Crafted narratives around the rise of cross-platform development, HTML5 adoption, and the enterprise mobile revolution to establish Telerik as an industry authority

THE RESULTS

\$262.5M

Acquisition by Progress

1.4M

Developer Community

\$60M+

Annual Revenue at Exit

20%+

Annual Bookings Growth

SELECT COVERAGE

TechCrunch • Fast Company • Forbes • The Register • SD Times • InfoWorld • Visual Studio Magazine • eWeek • CMS Wire • Application Development Trends • The Next Web • Dzone • ZDNet • Mashable • DevopsAngle

Kendo UI Launches

HTML5 + JavaScript UI

Developer press saturation

DevCraft Suite

1,250+ components

Enterprise buyer visibility

Progress Acquisition

\$262.5M exit (Dec 2014)

TechCrunch + Boston Globe

"I highly recommend Ignite. They enabled us to reach the next level of visibility. Through their efforts and connections, they put us in front of the right movers and shakers, landing us into a new caliber of publications previously unattainable by a larger agency."

—Sasha Krismanovic Former Director of Marketing, Telerik

About Telerik: Founded in 2002 in Sofia, Bulgaria, Telerik built one of the world's leading developer tools platforms with over 1,250 professional UI components across .NET, JavaScript, and mobile frameworks. With 1.4 million developers, \$60M+ in annual revenue, and 20%+ annual bookings growth, Telerik was acquired by Progress Software for \$262.5 million.