



Exa Corporation

Exa Corporation | Driving Market Penetration for a New Oil & Gas Technology

OBJECTIVE

[Exa Corporation](#), a developer of computer-aided engineering software across various industries that has since been acquired by Dassault Systèmes, engaged Pierpont to create and execute an integrated communications program to support its DigitalROCK product – a software solution enabling operators and drillers to use predictive computational software to assess relative permeability and reduce reservoir analysis time.

SOLUTION

The team developed a robust media relations strategy to showcase DigitalROCK's value in the E&P space, helping to improve the way downhole rock formations are evaluated and wells drilled, as well as Exa leadership's in-depth technical knowledge in the space. By leveraging the company's strong technological success and existing outcomes from projects completed with BP, Pierpont helped identify and secure multiple media opportunities – spanning executive leadership Q&As, contributed articles, company/product news features – with top-tier energy publications, including World Oil, Upstream Technology, Rigzone, E&P Magazine, American Oil and Gas Reporter, among others. The firm also helped the company strategize, plan and make most of its attendance at major international industry shows, such as the Abu Dhabi International Exhibition & Conference (ADIPEC). In addition to scheduling one-on-ones with key media targets, Pierpont also provided counsel on digital marketing, exhibiting and other tactics to make most of the company's presence at high-profile events.

RESULTS

Pierpont's long history of serving the needs of several supermajors and oilfield services companies, as well as prominent technology corporations, enabled the team to significantly elevate awareness for Exa's DigitalROCK technology in regional and national markets.