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<u>How Does an IT Security Company Reveal New Products to The World?</u>

Companies only get one opportunity to introduce new products to the world, and if they

do not properly announce them, the life of the product may be jeopardized. Rapid7 LLC is an IT

Security company based out of Boston, MA that sells penetration testing, vulnerability

management, and mobile risk management services to large enterprises' IT departments to

ensure that their companies are guarded from attacks. As businesses and people venture deeper

into the 21st Century and rely more heavily on technological advancement in everyday tasks,

they become increasingly vulnerable. On August 20, 2013, Rapid7 introduced two completely

new products into the industry that are so unique that they have no direct competitor. The writing

had to be substantial in order to make readers realize how credible and important the products

being released were. Lastly, the announcement had to be written in a way that exemplified the

company, the products, and most importantly – the people who made it. *ControlsInsight* and

UserInsight are two new groundbreaking products from Rapid7, the press release titled "Rapid7

Unveils Two Innovative Solutions to Deliver Visibility, Insight and Progress Trending for

Information Security Professionals" which corresponded with their introduction was successful

in its reach because of its focused audience, strong purpose, and detailed substantial voice that

depicted the importance of the message.

In this press release, it is extremely important for the writer to understand their target

audience in order to correctly convey their message. Rapid7's discourse community that they

must cater their press releases to is security professionals who are highly educated and knowledgeable of technological language. These individuals have a need for security solutions that protect their companies from vulnerabilities, attacks, and they also have a desire to complete this efficiently and intuitively. The press release had to be focused on grabbing the attention of these security professionals in order to generate interest in the new products. This means that the language used in the document must be insightful to these individuals within IT departments of enterprises. However, the article must be able to reach a broader audience of all professionals within a business too. This is because business professionals are the ones who manage the money and will allow IT department to spend money on these products for a company's infrastructure. These professionals are focused on the most cost-effective and state-of-the-art solutions to solve their business problem. A great example of this balance of language is, "Rapid7 UserInsight uniquely addresses this need by monitoring user activity across on- premise, cloud, and mobile environments to provide comprehensive visibility, more effective incident response, and detection of compromised credentials" (Rapid7). This uses language such as "on- premise, cloud, and mobile environments" which grabs the attention of security professionals, but also uses language such as "detection of compromised credentials" to cater to the needs that business professionals look at. This press release is catering to the needs of the audience by describing to them the new offerings that Rapid7 has to protect their organization. It comes across as "new" and "innovative" because they are industry-first solutions, solving issues yet to be solved prior to these products. These examples show how writings with a focused audience are more effective in conveying information to readers.

In addition to a focused audience, press releases must have a substantial purpose or else they, along with the content within them, will be forgotten and all hope of making the new

products successful will be lost. Rapid7's new product press release is meant to grab the attention of everyone in the security industry and to invest in Rapid7 products and solutions for their organizations. They do this by mentioning issues that individuals in the industry are facing, and how the new products will solve these issues. The release states:

> Few [companies] have a true gauge of how effectively these controls [to protect assets, data, and users] are deployed, how well they are configured, and how well they protect against the real and current threats the organization faces. Rapid7 ControlsInsight addresses this by providing visibility into these security controls. (Rapid7)

This example gives the writing serious purpose and importance to readers, stating how these new products provides an extra insight to security professionals that they didn't have before. Since the press release introduces two new products, it breaks the document up in order to emphasize on the multiple parts of the document, including: Introduction, ControlsInsight product, UserInsight product, and Rapid7 company info. This organization allows the introduction to truly grab the attention of readers, for more information about the products to be found correspondingly, and for company information to be found at the end only if the reader finds it necessary to learn more about the company. These elements of writing are critical to creating a serious sense of purpose on writing and Rapid7's press release exemplifies these traits.

Lastly, The tone of a piece of writing is critical to creating a feeling of urgency and emotional connection to the reading. Rapid7's tone is extremely important to their announcement because it is introducing their two new products. The press release was written with words such as "showcased", "unmatched", and "uniquely" to express this tone of excitement and innovation. The language also possesses a sense of personality, it expresses that the company's employees and products are superior and unique because they are the first to release advanced solutions for

businesses. The writing also uses certain formatting elements to further give depth into the language. Elements such as text references that hyperlink to other documents to support their purpose. Quotes from industry professionals and enterprises are also used to create a sense of insight and knowledge that the press release is purveying. Lee Weiner is quoted in the article:

> "Our ambition is to make it easy for defenders to get insight into their increasingly complex environment, so they can act effectively to manage and reduce security risk. We call this 'insight driving action'." (Rapid7)

This quote from an industry professional exemplifies the importance of the product releases. It is with this example that the rest of the press release builds its momentum of introducing the products. All these elements create a persona in the writing that gives the two dimensional text a three dimensional voice and meaning, giving Rapid7's press release a serious connection between the reader and the company.

A focused audience, strong purpose, and detailed substantial voice are the main components why the press release related to Rapid7's *ControlsInsight* and *UserInsight* was successful in its reach and depicted the importance of the message. The writing was catered to the right audience of people, security professionals looking to improve their IT environment and business professionals looking for elite solutions. The language used gave the passage a strong meaningful purpose and a sense of importance to the industry. Lastly, it was written with a strong voice that depicted a knowledgeable tone and reemphasized the company's insight with real-world examples. The press release was critical to get media coverage from respective outlets such as Twitter, online blogs, and LinkedIn to generate interest in the company. These core elements are crucial to creating exceptional writing within a business as a Marketing professional. When all elements are achieved into an insightful creative meaningful passage, it excels within its reach.

Works Cited

Rapid7. *Rapid7 Unveils Two Innovative Solutions to Deliver Visibility, Insight and Progress*

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Response Letter

I would like to thank all my reviewers who helped me bring out the full potential of this essay. I want to thank Justine Rizzo for analyzing my draft and observing how I needed to go in more depth with my purpose paragraph. I also want to thank Jake Rabinowitz who took a lot of time looking into the many components of my essay and gave me great advice. He gave me many advice point, of which I agreed upon and others that I did not decide to take. For example, he made a great point of restructuring my words to make them sound much more fluid and constructive. I denied his notion to break my essay up into more paragraphs because I thought my five-paragraph style essay was the best frame for my three reasons supporting my thesis. Prof. Christen Enos also provided a mark-up on my essay that made me approach many phrases and structure differently. I removed a sentence in my intro-paragraph, like she advised, and placed it in my conclusion. I did this to shorten my introductory paragraph and get to the thesis of essay quicker. I also did this to make my conclusion more solid and cohesive. I did not embrace some of her suggestions because I thought I had already discussed many of those points earlier in the essay. Lastly, I want to thank Jessica H. from the Northeastern University Writing Center for sitting down and talking through my essay with me. She analyzed and read aloud my essay and gave me a second set of eyes. I enjoyed her assistance and she helped me better understand how my essay read. I really enjoyed analyzing the press release from Rapid7 and with the help of my peers and others; I believe my stance became very strong.