Case Study



MACH 01
Break the Barrier

NEOX NETWORKS
UNIFIED NETWORK VISIBILITY

How Mach 01 Transformed

NEOX Networks

Into a Global B2B Technology Brand

- Brand
- Demand Generation
- Sales Enablement
- Channel
- Digital Growth

machzeroone.com

Client Snapshot:

NEOX Networks is a network visibility and cybersecurity technology company originally established in Germany. As the company expanded internationally, it needed to evolve from a regional technology provider into a globally recognized, professionally positioned B2B brand capable of competing with much larger companies.

Mach 01 became an extension of NEOX's marketing and commercial organization, helping build the company's global English-language brand, digital presence, demand-generation engine, sales content, channel infrastructure and market visibility.

Industry: Network Visibility, Cybersecurity & IT/OT Observability
Markets: North America, Europe, Middle East and APAC
Engagement: Global Marketing Strategy, Branding, Demand Generation, Digital Marketing, Sales Enablement, Channel Marketing, Web Development and Growth

The Challenge:

Building a Global Brand Around Strong Technology

NEOX had a wide array of products, strong technology, and technical expertise, but expanding internationally required much more than translating existing marketing materials. The company needed to establish a consistent global brand, clearly communicate a growing portfolio of complex networking and cybersecurity products, generate awareness in new markets, create a scalable demand-generation engine and provide sales teams and partners with the content and tools needed to compete effectively.

Mach 01 was tasked with overall marketing strategy and helping NEOX build and scale virtually every major element of its marketing ecosystem. The objective was not simply to generate more marketing activity. It was to make NEOX look, communicate and compete like a much larger global technology company.

Mach 01's Approach

Building the Brand, Marketing Engine and Commercial Infrastructure
Mach 01 developed and managed an integrated global marketing strategy spanning brand, digital marketing, demand generation, sales enablement, channel marketing and technology.

Brand Development & Rebranding
Mach 01 helped expand and modernize the NEOX brand to support international growth. This included evolving the company's visual identity, messaging, product positioning, website presentation and overall market presence.
The goal was to create a consistent and professional brand that reflected the sophistication of NEOX's technology while improving its credibility with enterprise customers, partners and prospects around the world.

Product Positioning & Website Architecture
As NEOX's portfolio expanded, Mach 01 helped redesign how the company organized and presented its solutions. Mach 01 developed the overall product hierarchy, solution architecture and website product structure, making it easier for customers to understand how NEOX technologies addressed different network visibility, observability, cybersecurity and packet-capture requirements.

- Product pages
- Solution pages
- Industry and use-case pages
- Educational and learning pages
- Blog content
- Product positioning
- Messaging frameworks
- Website navigation and information architecture



Unified Network Visibility

For IT & OT Observability & Security

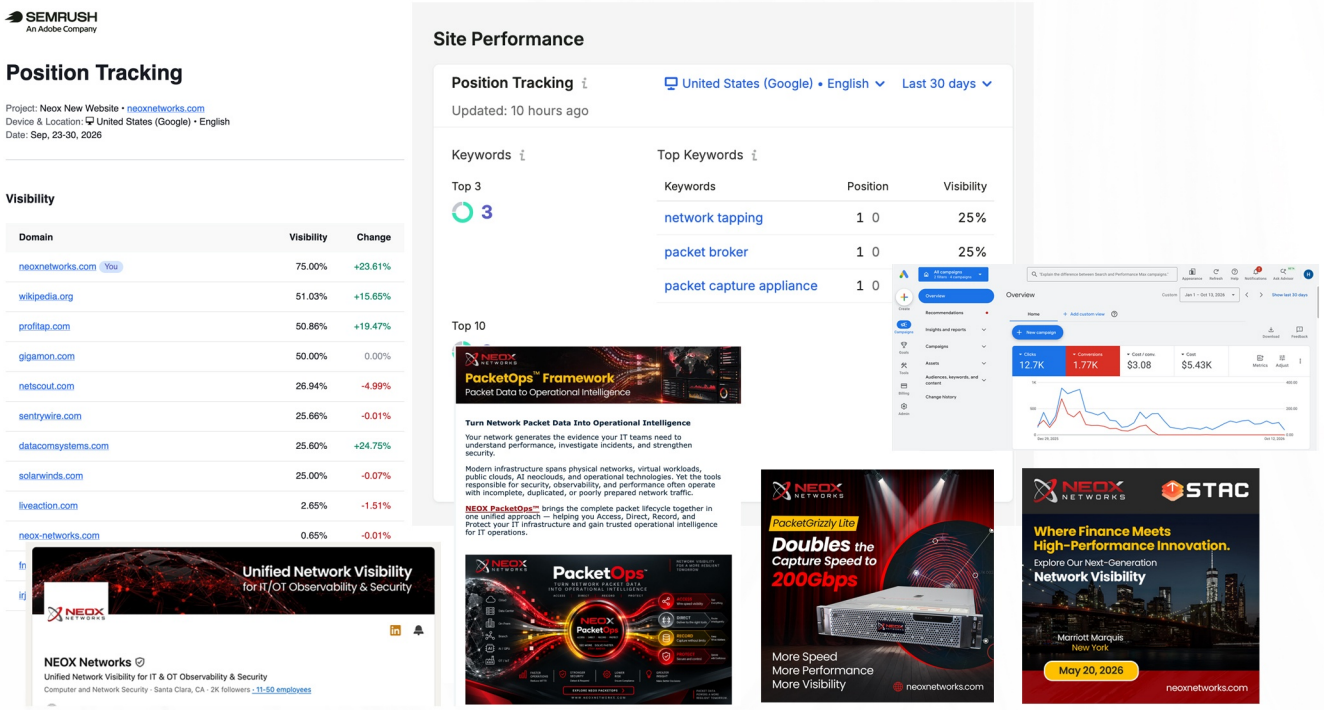
The result was a much clearer digital buying journey for customers researching complex networking and cybersecurity technologies.

Demand Generation & Digital Marketing

Mach 01 built and managed an integrated demand-generation engine designed to increase NEOX's visibility and generate qualified sales opportunities across multiple international markets.

- Prospect database development
- Email marketing
- Google Ads
- Search engine optimization
- Organic search strategy
- Social media management
- LinkedIn growth
- Webinar programs
- Thought leadership
- Content marketing
- Lead-generation campaigns
- Website conversion programs
- Tradeshow lead generation
- Campaign follow-up

Over time, these efforts helped generate significant new sales pipeline while expanding NEOX's digital footprint. Mach 01's SEO program also helped NEOX achieve #1 organic rankings for selected priority search terms, allowing the company to appear alongside—and in some cases above—significantly larger competitors.



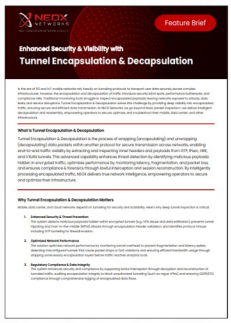
Sales Content & Enablement

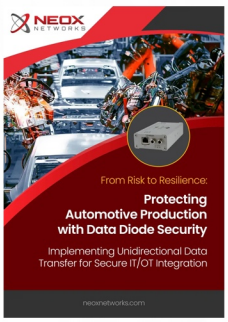
Mach 01 developed a comprehensive library of professional sales and marketing content to support customers throughout the buying journey. Content created included: Corporate sales presentations

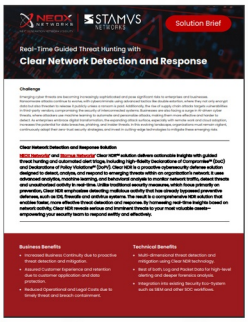
- Product sales decks
- Solution briefs
- Feature briefs
- Case studies
- eBooks
- Reference guides
- White papers
- Datasheets
- Flyers
- Brochures
- Infographics
- Product launch materials
- Campaign assets
- Event materials
- Partner content
- Executive presentations

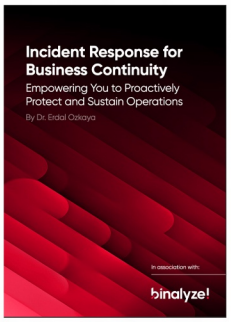
These assets helped transform highly technical product capabilities into clear business value that could be communicated consistently by sales teams, partners and executives.





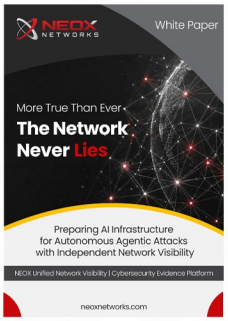
















Channel & Ecosystem Development

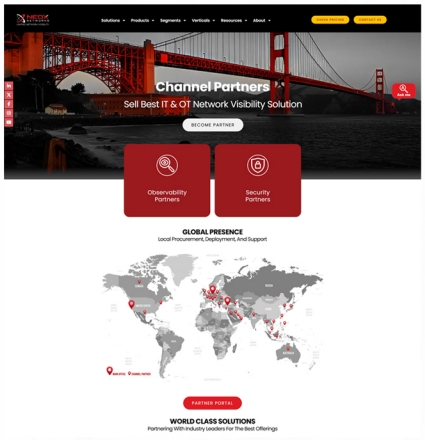
Mach 01 helped NEOX strengthen its channel and technology ecosystem, including designing and building partner portals to support channel partners and ecosystem relationships. These platforms provided partners with centralized access to marketing materials, sales resources, product information and enablement content.

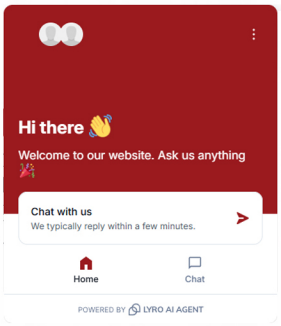
Mach 01 also supported broader partner marketing and channel initiatives designed to increase NEOX's reach across international markets.

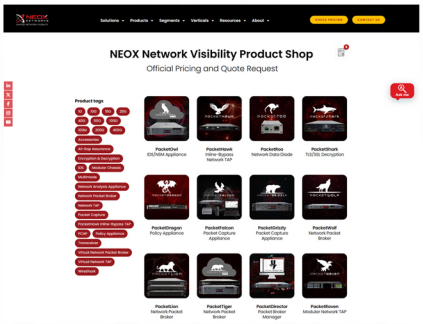
Digital Innovation

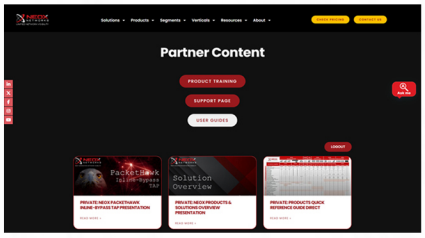
Mach 01 went beyond traditional marketing by helping NEOX introduce new digital experiences designed to improve the customer and partner journey.

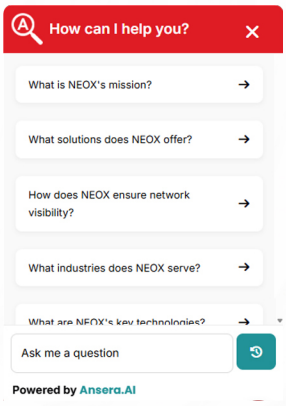
- Online quoting and purchasing experience
- AI-powered website search
- Chatbot integration
- Partner portals
- Lead-capture workflows
- Conversion optimization
- Marketing automation
- Digital sales tools

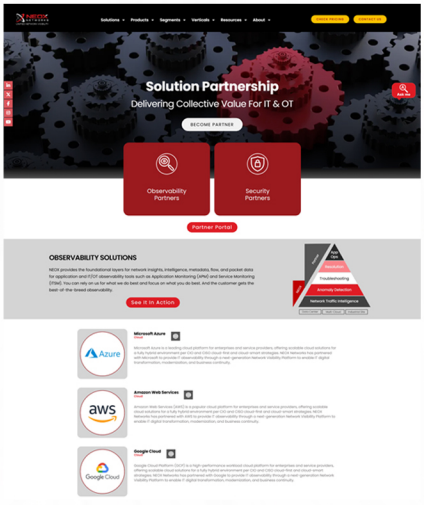












These capabilities helped turn NEOX's website from a traditional corporate presence into a more interactive sales and marketing platform.

Events, Webinars & Thought Leadership

Mach 01 managed NEOX's presence across physical and digital industry events, including tradeshow selection and registration, event planning and coordination, booth messaging and collateral, promotional campaigns, lead-generation strategy, post-event follow-up, webinar planning and promotion, thought-leadership content, and executive positioning.

This integrated approach helped NEOX build awareness while continuously feeding new prospects into its sales pipeline.

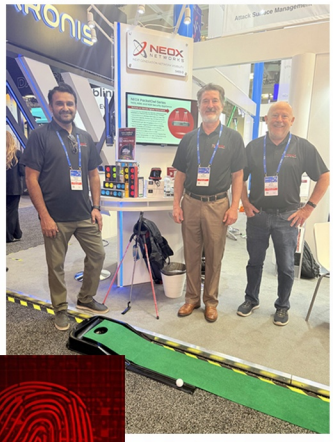
















Global Expansion

From a German Technology Company to an International Brand

Mach 01 helped NEOX build its English-language brand and commercial presence beyond its original German market. Today, NEOX has expanded its business presence across North America, Europe, the Middle East and APAC. Mach 01 helped create the marketing infrastructure, content, brand consistency and demand-generation programs required to support this geographic expansion.

Business Impact

- **Making NEOX Look—and Compete—Bigger:** Mach 01 helped NEOX establish the digital presence, marketing infrastructure, sales content and market credibility expected from a significantly larger technology company.
- **120% Business Growth Over Two Years:** Mach 01's integrated marketing and growth programs supported substantial business expansion over a two-year period.
- **Significant New Sales Pipeline:** Integrated digital campaigns, events, content, SEO, email marketing and lead-generation programs continuously generated new sales opportunities.
- **No.1 Search Rankings:** NEOX achieved top organic search rankings for selected high-value industry keywords.
- **Expanded Global Presence:** Marketing and commercial activity expanded across North America, Europe, the Middle East and APAC.
- **Growing LinkedIn Audience:** Consistent social media management and thought leadership increased NEOX's LinkedIn visibility and follower base.
- **Complete Sales Content Ecosystem:** Mach 01 built a comprehensive sales and marketing content library spanning presentations, product collateral, thought leadership and digital assets.
- **Partner Infrastructure:** The transformation went well beyond campaigns and content. Mach 01 helped NEOX establish tPurpose-built partner portals helped support and scale NEOX's channel and ecosystem relationships.

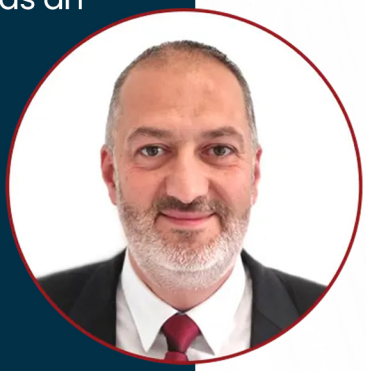
Why It Worked:

The success of the engagement came from treating marketing as a complete growth system rather than a collection of disconnected campaigns.

Mach 01 worked across brand, product marketing, demand generation, digital, content, sales enablement, events, channel marketing and technology. That integration allowed NEOX to present one consistent story across its website, sales presentations, campaigns, partner ecosystem, events and digital channels.

Most importantly, Mach 01 helped a relatively specialized technology company establish a market presence that could stand alongside organizations many times its size.

> "Mach 01 filled in the critical gaps in our product marketing and overall marketing and evangelism, by uplifting NEOX brand perception as an Observability and Cyber Security company, producing high-quality polished sales content, elevating the message, designing and migrating to a new website, and managing and growing our social media. The tech market and technical domain expertise of Mach 01, as well as understanding the customer personas and buying journey, makes them a unique fit that is hard to find with other agencies. I highly recommend Mach 01 as a long-term partner for your marketing."



Timur Ozcan,
Founder & CEO, NEOX Networks

About Mach 01

Mach 01 combines experienced go-to-market leadership with hands-on execution across positioning, product marketing, demand generation, and sales enablement. Whether you need specialized expertise, additional capacity, or a complete marketing function, we build the right model around your team, priorities, and growth goals. Technology companies choose Mach 01 for the combination of technical-market expertise, strategic guidance, and hands-on execution needed to turn complex offerings into stronger brands and measurable growth. Learn more at machzeroone.com