

## ALLIED RELIABILITY, INC.

4360 Corporate Rd. #110  
N. Charleston, SC 29405

[www.alliedreliability.com](http://www.alliedreliability.com)  
Client since: December 2009

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**Jason Langhorne,**  
Director of Sales and  
Marketing for Allied Reliability

### Company Profile

Allied Reliability helps companies build wealth and competitive advantage through predictive maintenance, condition monitoring, reliability engineering, and training. Allied Reliability employees hold over 195 certifications in vibration, ultrasonics, infrared thermography, motor current analysis, oil analysis, lubrication and non-destructive testing. Allied also has the most Certified Maintenance and Reliability Professionals (CMRP) of any service organization. Allied Reliability serves customers in the United States while its partner, GPAllied, provides similar services globally.

### Marketing Goals & Strategy

“Our objective was to assess whether a GlobalSpec Online Trade Show + Event was a viable vehicle for branding Allied Reliability and generating contacts,” says Jason Langhorne, Director of Sales and Marketing for Allied Reliability. “We’ve worked hard to market our company and get our brand name out there, and we’re always looking for new opportunities to reach a broader client base for leads and branding.”

### The IHS GlobalSpec Solution

There were two key factors that made Langhorne consider a GlobalSpec Online Trade Show + Event. “First, the number of potential people that we could touch was impressive. Second, it was an opportunity to try a new technology. As a company, we had used webinars and we’ve explored other vehicles, but nothing was comparable to the event, which allows the end user to be exposed to so many different companies and to engage in conversations in real time. We thought the event was a unique offering.”

But Langhorne also had some reservations. “I’m a traditionalist when it comes to marketing and was a bit skeptical, would it work for a service company like ours?” But he adds, “The contacts we received comprised a very impressive list of potential clients both domestically and globally, and it’s clear that we penetrated the right companies. So, as to my concern about being a service company at the event, from a marketing perspective, we definitely achieved our goals and objectives.”

“The support we received from GlobalSpec before, during, and after the event was extremely professional,” Langhorne says. “GlobalSpec worked very closely with our marketing resource, providing a thorough explanation of how to get ready for the event and how things would work during the live day. That gave us a high level of confidence.”

Allied Reliability handled the event with the same strategy that they use at a physical trade show. “Two people stayed in our booth to deal with visitors that showed up there,” Langhorne says. “I jumped back and forth between our booth and the networking lounge and also visited some other booths. I’m very pleased with the response.”

If Langhorne was pleased with the event, he was even more delighted shortly afterward. “Immediately I got a phone call from our GlobalSpec account manager who wanted to discuss our event experience and get feedback. That impressed me, but what really blew me away was that we received extremely detailed information about the people we interacted with at the event. You can’t get that at a traditional trade show. We can use that information to build some really firm campaigns through our CRM system and really drive our messaging to the right people.”

Would Langhorne recommend a GlobalSpec Online Trade Show + Event to a friend? “I would tell them to strongly consider it. They owe it to themselves to consider it. As for Allied Reliability, we are extremely interested in moving forward with additional GlobalSpec events,” he says.