



## Helping Orasi Software Reach Its Audience: Michael Mackenzie Communications Puts a DevOps Consulting Firm “In a Great Light”



In 2011, when Orasi Software was best known as a software quality assurance (QA) consulting firm and the #1 reseller of HPE testing software tools, Michael Mackenzie Communications (MMC) began assisting its Area VP of Marketing with press releases, articles and other on-demand content. Nearly a decade after starting their relationship, Orasi had become one of the world’s leading DevOps consulting firms, and MMC has been there, supporting them every step of the way – including a massive website redesign.

“Michael Mackenzie has always done a great job of listening to what we want to do, and what we want our message to be, then succinctly articulating our value proposition back to us so in a way that makes sense,” says Mark Lewis, Orasi Senior Vice President, Sales and Marketing.

A series of strategically placed technology bylines were a turning point in the relationship. “PR is huge for us,” says Lewis. “Our consultants and salespeople really benefited from the editorial credibility [these placements] provided.”

MMC’s involvement with Orasi continued to expand until it assumed responsibility for all of Orasi’s marketing and communications in the summer of 2017.

“Previously, we had piggybacked on our partners. It was not until we completed a series of mergers and acquisitions that we really started evaluating where we were as an organization and how much effort we needed to put into marketing,” Lewis explains.

### Building an Online Presence

MMC was pivotal to Orasi’s strategic positioning efforts when the firm developed a new website to reflect its shifting business model. “We were rebranding Orasi away from being a reseller and consulting in QA, testing and test automation, and we had to reinvent ourselves from a personality perspective with a new web presence,” Lewis notes. “Jennifer and her team did a great job of doing that.”

“MMC is very detail oriented; very precise in what they do, putting the pieces in place,” he says, noting that this precision really shined during the web project.

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"The communication level was outstanding," Lewis says. "We had biweekly calls, and a monthly meeting so the entire team could be involved. There were a lot of different personalities to satisfy, many of whom wanted something different from others, and the MMC team did a great job of managing them within the timeframe."

After the launch of the new site, MMC collaborated with the leadership team at Orasi to amplify their presence across other channels. "The social media presence they developed for us is fantastic, as well," Lewis continues. "The team is very consistent, and the content is well thought out. It puts Orasi in a great light."

### Special Events; Specialized Outreach

Lewis also praises MMC for the many industry events the firm orchestrated for Orasi. "All the events went off without a hitch," he says. "On a scale of 1-10, they were always a 10. When we did live events, everything was there; everything showed up; everything was perfect. We didn't have to do anything."

"You guys have never said no," Lewis concludes, complimenting the MMC team for its enthusiasm. "We would say, this is what we want to do, and it was always 'Yes, we can do that!'"

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### About Orasi

Orasi is a DevSecOps innovator enabling the acceleration, security and adoption of software applications through automation. Working with world-class partners, Orasi provides solutions and services that offer full lifecycle support and integration to ensure confident delivery of transformative applications. Headquartered in Kennesaw,

Georgia, Orasi works with hundreds of global brands, including Fortune 500 companies, in a variety of industries. Orasi has been recognized multiple times as a "Top Workplace" by The Atlanta Journal-Constitution. For more information visit us at [www.orasi.com](http://www.orasi.com).

