

KLOCwork CASE STUDY A software company that runs like clockwork.

SILBERWARE client

KLOCwork began life as Tegriant, a spin-out from Nortel Networks. The company's software enables programmers to manage large-scale development projects and also helps companies analyze a large code base to determine its integrity and manageability.



After interviewing the Tegriant management team, CTOs, CIOs and developers, and conducting an analysis of the industry landscape, SILBERWARE presented a list of trademarkable, memorable, benefit-oriented names. The eventual winner, KLOCwork, was chosen because of its communication of benefit (respondents indicated "clockwork" implied smooth operation) and also its relevance to the target audience (KLOC is programmer shorthand for "thousand lines of code").

"We wanted a name that means something to our target," says Djenana Campara, CEO of KLOCwork. "KLOCwork inherently tells our audience we talk the talk."

In addition to the trademark, SILBERWARE also developed the brand strategy and messaging points for the company's outbound communications.