



# How MuleSoft & Speakeasy Turned Customer References into Stellar UK Press Coverage

Photo © Patrik Argast

## The Challenge

Recognizing the positive impact of satisfied customers and third party endorsements can have on an organization's brand and reputation, MuleSoft, the company that makes it easy to connect applications, data and devices, was keen to promote that Addison Lee, Europe's largest premium car service, and Rentokil, a major British business services group, are both using MuleSoft's Anypoint Platform™ to support its global expansion strategy.

## The Solution

Speakeasy worked closely with Addison Lee and Rentokil from the start, having detailed discussions with the customers to get 'under the skin' of the story. Speakeasy arranged a number of one-to-one interviews for Addison Lee's CTO with MuleSoft's tier one business technology press in the UK as well as key spokespeople for Rentokil.

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A supporting press release on behalf of Addison Lee was also drafted to expand the reach of the story with a wider number of media and potential new customers.

## The Result

In a somewhat unprecedented move regarding volume of coverage, *Computer Weekly* ran four articles highlighting Addison Lee, Rentokil and MuleSoft within a span of only 6 weeks.

The team also secured full story coverage in the main UK business technology titles including *Computer Business Review*, *CIO*, *ComputerworldUK*, *Diginomica* and *TechworldUK*. In just over a month, 9 original articles in total focused on customer use of APIs with MuleSoft's Anypoint Platform.

As a result of the strength of the expanded reporter and publication relationship built on the one-to-one interviews, journalists had a strong grasp of the Addison Lee and Rentokil stories and MuleSoft's role within them. This ensured MuleSoft was top-of-mind when they were subsequently writing other pieces. As such, MuleSoft and its customers were referenced in broader stories including *Computer Weekly* features on business digitisation strategy and the decentralisation of IT. They were even leveraged by one journalist into a MuleSoft competitor's product announcement, potentially detracting from the competitor's news.



Photo © Addison Lee

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