



**NEW YOU TUBE VIDEO, PHOTOGRAPHY RELEASED ON JROCKET MARKETING GRAPE ESCAPE 2013:
TECH INDUSTRY ANALYSTS GAIN VENDOR INSIGHTS, SURPRISES AT 'ILLUSION VS. REALITY' EVENT**

2 Dozen+ Leading Enterprise Software Influencers Evaluate Judith Rothrock Event as 1 of Best Ever

BOSTON (July 16, 2013) – JRocket Marketing LLC, (www.jrocketmarketing.com) a provider of strategic marketing and analyst relations services for technology companies since 2001, today released videos, photography and analyst evaluations of the recent JRocket Marketing Grape Escape® 2013 event held here at WGBH in Boston. Video links to the event can be found at www.youtube.com/watch?v=bP8343nT8eo and www.animoto.com/play/ZhPWWhDcdfRMtJ1F8oPHldw.

The Grape Escape software industry summit (twitter #GrapeEscape2013) is held annually featuring key JRocket Marketing clients, and is attended by more than two dozen of the world's leading software industry analyst influencers. This year's event, "Illusion vs. Reality" featured news on two of the enterprise resource planning (ERP) industry's leading software solutions UNIT4 (www.unit4.com) and SYSPRO (www.americas.syspro.com).

"Technology companies who do not avail themselves of the opportunity to engage with the Press and Analyst community at Grape Escape are missing an important opportunity to gain intimate and meaningful experience with the community that can understand, provide feedback as well as amplify your capabilities and message to a huge audience of technology buyers," said Ann Grackin, CEO and Founder of Chain link Research. "The Grape Escape event takes the relationship between tech firm and analyst to a more positive level, since often these relationships can be very challenging. After all, you want analyst and press to be your advocates in the market. Grape Escape provides the venue for that positive engagement."

Evaluations from industry analysts representing IDC, Mint Jutras, TechVentive, Aberdeen, Apps Run the World, Technology Evaluation Centers, Ventana Research, and Eval-Source.

The event is created each year by Judith Rothrock, President of JRocket Marketing, and is part of the JRocket Marketing Nitro™ analyst relations service www.jrocketmarketing.com/nitro.html. For more information on how to sign up for this service call 386-492-5559 at the JRocket Marketing headquarters in Florida.

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