

From Launch to the “Coolest Tech in Town Club” in a Year

/ case study

We spearheaded the launch of the MACH Alliance in June 2020, with the goal - to change how the enterprise approaches modern versus legacy applications, and make MACH the trusted industry standard, moving forward from the accepted legacy approach and creating a global paradigm shift. The fact that The MACH Alliance was named the “Coolest Tech in Town Club” by Forrester in 2021, and that it has grown to almost 100 certified members across three continents, and continues to make waves and grow are testaments of the success of MACH.

The MACH Alliance was established to help companies take advantage of the most innovative and flexible enterprise technologies available. The power of legacy tech was vastly holding the market in a grip, and the MACH Alliance changed that. The MACH Alliance represents and advocates for an open and best-of-breed enterprise technology ecosystem - Microservices based, API-first, Cloud-native SaaS and Headless.

“ Forrester:

The MACH Alliance are the bouncers controlling the velvet rope at the entrance to the Coolest Tech in Town Club.

Joe Cicman
Senior Analyst, Digital Transformation,
Forrester

/ Objectives

The BaaS Company was brought in to position the new entity, to build a clear and powerful messaging and brand strong enough to stand firm in the debate that was upcoming in the global enterprise technology market that would be neutral, trusted and respected by vendors, system integrators, enterprises, technology leaders, analysts and industry influencers.



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“Leoni and The Baas Company team were instrumental in turning the vision for the MACH Alliance into the successful industry body that we are today. With a solid positioning, brand strategy, and messaging Leoni Janssen made it possible for the Alliance to navigate the sometimes challenging waters of the founding year.

There was a lot of convincing to do on many levels and the messaging we went out with was solid and audience-adaptable. Leoni understands who needs to hear what and when, how to rally the crowd, and how to deal with high-stakes situations.

The continuous lead in growing the brand and building out a diverse thought leadership strategy ensured that the MACH Alliance not just stayed relevant but increased its relevance for digital leaders over the past three years. Not to forget the execution of high-value content that we are proud to go out into the market with.

Without The BaaS Company, the MACH Alliance would be a forgotten historical footnote rather than an almost 100-member strong industry movement.”

Kelly Goetsch

MACH Alliance Co-Founder & former President and Chairman



/ Results

Through a 360 approach, we launched with a clear mission and easy to follow narrative in the form of a manifesto that’s still being used and safeguarded today.

- From 12 Alliance members at launch, the non-profit organization grew quickly to more than 50 certified members across three continents in just 1.5 years. 2021 saw 142 member applications from companies and another 92 from ambassadors. They now have almost 100 members including big names like Stripe, Paypal, and AWS.
- The MACH Alliance certification has become an insurance policy for companies moving to MACH architectures, and is requested by buyers in around half of RFPs.
- Its Ambassador program launched in Q4 2020 has created a gold standard connected ecosystem of like-minded talent.
- Certified members are attracting more talent, winning more business, and securing funding thanks to the due diligence involved in MACH Alliance certification.
- Following the launch of the MACH Alliance Certification and Ambassador programs, MACH System Integrators saw massive uptake in interest and revenue from MACH - **up 500%** in the first six months for some.
- The MACH Alliance has been featured everywhere from Forrester to Forbes to Nasdaq.com.

Establishing the brand

The MACH Alliance was established with a clear vision for MACH to become an enterprise tech standard. It was vital it was received as an independent industry body from the start. This meant that all participating organizations had to be 100% committed to and clear about the non-commercial set-up and nature of the Alliance, working with competitors to together show the new way forward in the industry. The BaaS Company was brought in pre-launch to provide ongoing consultancy and to be a sparring partner for the founders, from conception, to launch and ongoing, to help build visibility and credibility in an efficient and impactful way.



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“Launching a company is always a big feat. Even more so when the ambitions are as high as for the MACH Alliance. Not only was Leoni an integral force in setting up the whole framework that the MACH Alliance operates under. Without her guidance and persistence, the growth trajectory and the success of the MACH Alliance would certainly not have been as steep, and to this day, she remains a driving and guiding force for the MACH Alliance brand.”

Jasmin Guthmann

Senior Director Marketing at Contentstack and Chair of the Marketing Council for the MACH Alliance



Positioning & messaging

We set out by creating a clear position and messaging for the Alliance. The objective then was to help define what the Alliance is, and to describe its purpose clearly to the potential members and the market to make it relevant and distinct. It had to be clear the Alliance was going to mean something for companies trying to navigate the complex landscape, and not be self-serving.

brand archetype

Brand strategy
Brand archetype

Sage/Creator/Magician

Brands, like people, appear and behave in manners that are naturally and unconsciously associated with a specific character. By defining that manner and character - the archetype(s) - we together work towards consistency and external recognizability of how we operate.

The MACH Alliance defines itself as closely related to three key archetypes: Sage/Creator/Magician. Below some behaviours and examples to keep in mind when working on brand expressions

Goal: find truth, innovate, transform and improve knowledgeable, guiding, objective
Traits: (sage) inspirational, daring, take people on a journey, making things happen (magician)
Sectors: Consultancy, Educational institutions (Sage), IT and Innovation, Art (creator) entertainment, well-being (magician),
Other examples: University of Oxford, Google (sage), Lego, Apple (creator), Disney (magician)



Visual identity

From the look and feel of the brand, to creating a practical style guide for all members, The BaaS Company and Bas van Driel Krol as Art Director, supported the Alliance to have a complete visual language in place for launch three months after initial consultations.



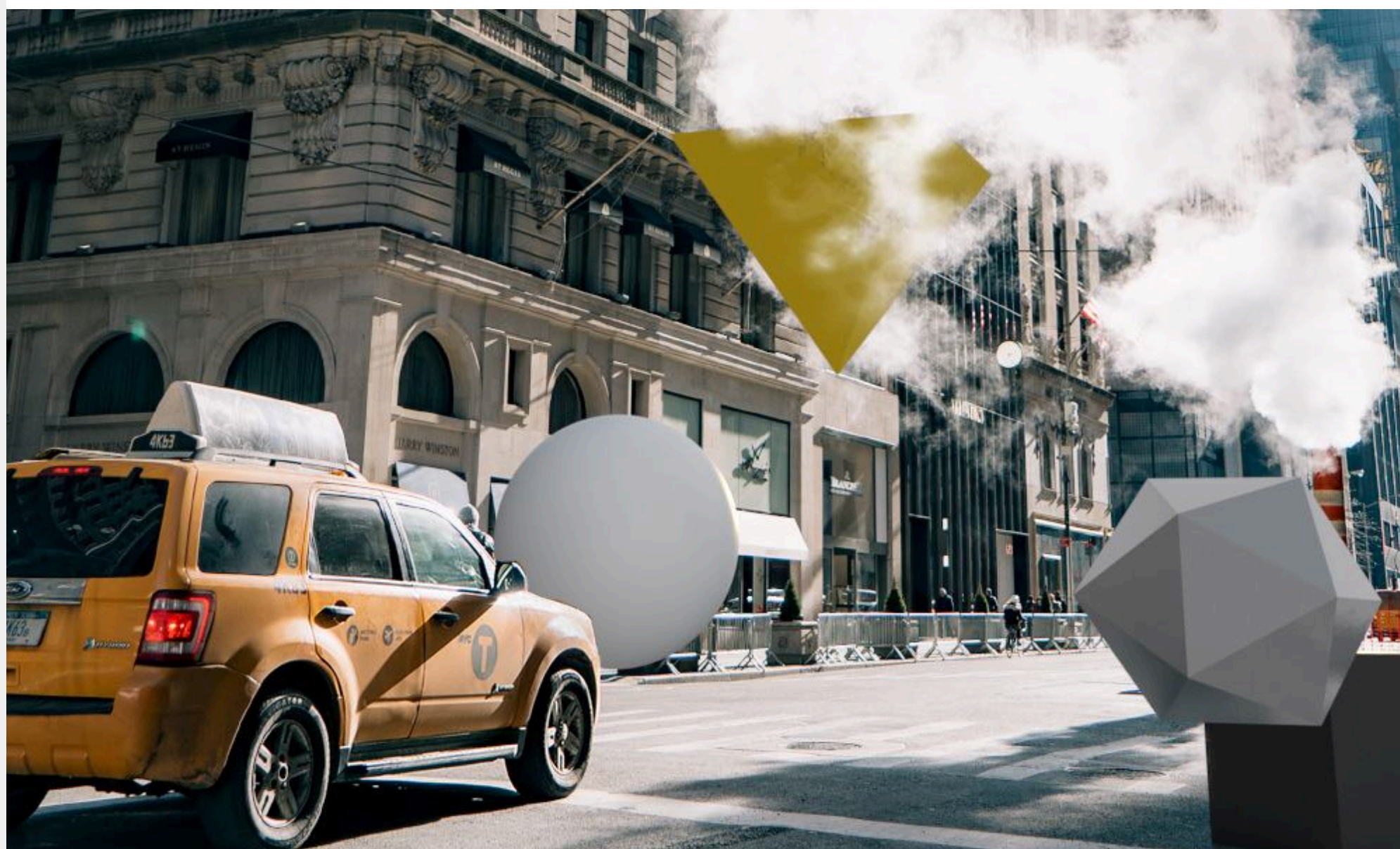
The Manifesto

We developed the Alliance Manifesto outlining its intentions, vision and opinions on the MACH industry and direction. This has provided the cornerstone for a lot of conversations and content that we’ve used to further the MACH movement and the Alliance’s work since launch.

Being fully transparent about governance procedures is vital to a member-led initiative like the Alliance. As such, The BaaS Company later designed and facilitated a Board and heads of councils election process.

Analyst recognition

From the start, we engaged with industry analysts. Immediate feedback was very positive and analyst engagement and referrals have continued to gain momentum. Members speak to analysts about MACH and brand buyers call analysts about MACH. In 2023, the MACH definition was added to the Gartner® Magic Quadrant™ for Digital Commerce.



Events

From launching the first MACHathon (a hackathon with MACH technology), to being an integral partner for MACH Alliance events, momentum continues to build.

MACH TWO, the annual conference held in Amsterdam in June 2023, was the biggest yet with 600+ attendees from all over the world. At the event, we launched the new Power of MACH brand designed for the use of members. We provided high level support across all aspects of the event including all visual and branding elements of the conference, a dedicated media program, analyst engagement and more. Media coverage on the back of MACH TWO included headlines like: Composable Tech Comes of Age, and Six Takeaways from the Composable Event of the Year.



Women in MACH

The MACH Alliance is committed to D&I including gender equality, and wants to urge companies to do more than average when it comes to nurturing the success of women and advancing gender equality. The BaaS Company helped to concept and launch Women in MACH in 2022, including the launch of a manifesto and mentoring program which is already oversubscribed. this has been a successful initiative. In 2023 a new visual style is created and launched to support this grass roots initiative to grow and support MACH in general. Now, a team of volunteers runs the initiative with events happening throughout the year.



Annual MACH Impact Awards

The Impact awards have become an annual highlight of the MACH calendar. The BaaS Company helped to define the categories and criteria and has driven all promotion efforts since it ran for the first time in 2022. One year later, the number of entries more than doubled to 126.



Thought Leadership

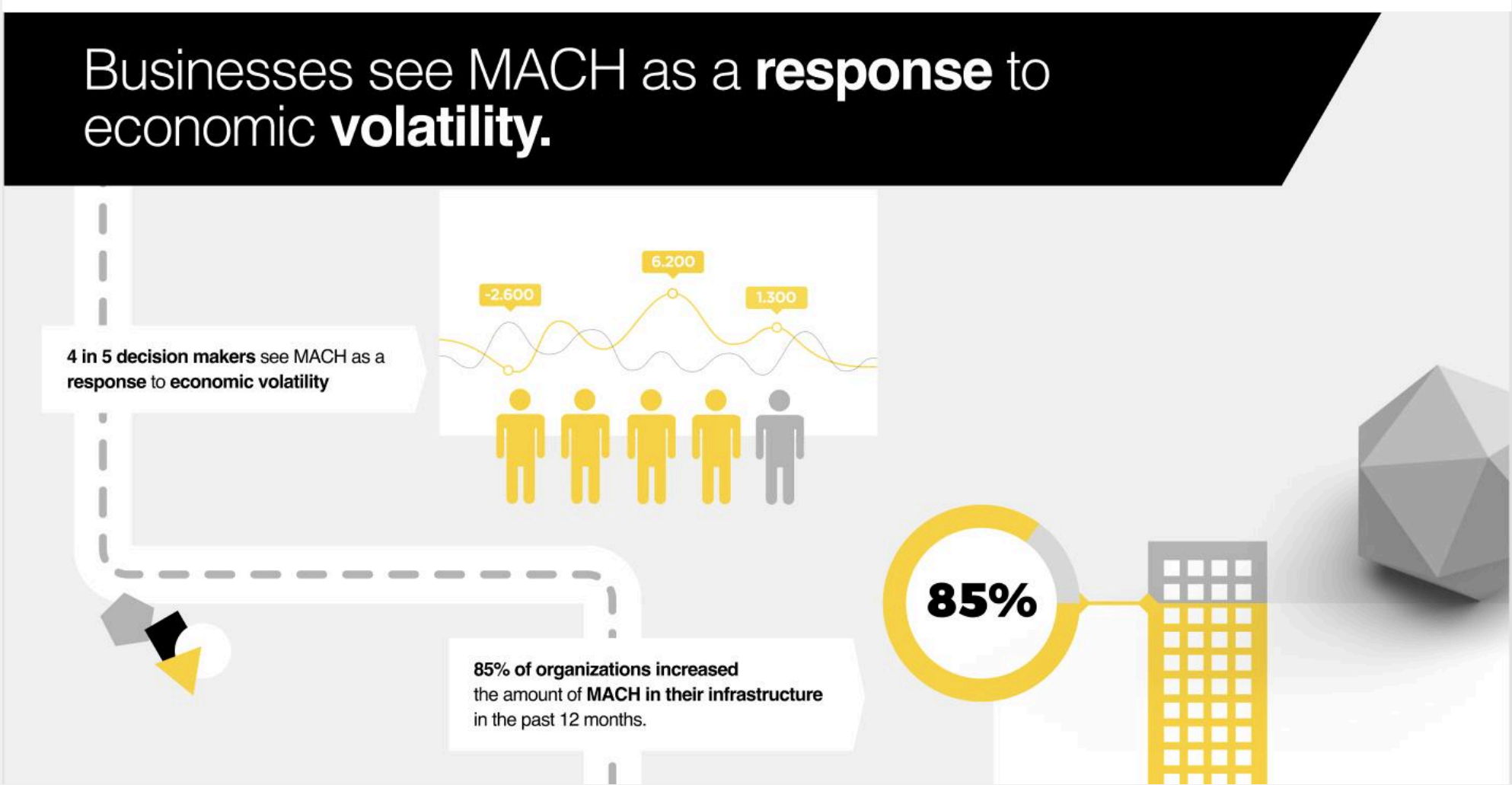
The Alliance’s growth and success is much thanks to a continued big effort to drive thought leadership and awareness in the market. The BaaS Company has been an important content and PR partner and advisor for more than 3 years maintaining an ongoing drumbeat to build credibility and visibility. Since launch, we’ve also managed social media strategy and presence, attracting 1800 LinkedIn followers in the first 6 months, rising to 4.6K after 18 months. We established a podcast and subsequently a LinkedIn Live series which has seen impressive results and helped drive up LinkedIn followers beyond 15K. Our sustained social media presence offering a variety of content and formats has kept engagement high and growing YoY, well above the industry benchmark.

We continue to train spokespeople to speak with one voice about the trends in the industry and the purpose of the not-for-profit organization.



Annual industry research

The BaaS Company, working with a third party research firm, has led a focused annual research of the industry on behalf of the MACH Alliance since 2021. This is a benchmark of senior IT leaders which looks at MACH adoption trends and barriers to adoption that has expanded to five countries with more than 500 participants. The purpose is to create insights around the drivers for organizations considering a move to MACH and awareness of the benefits of composable architectures.



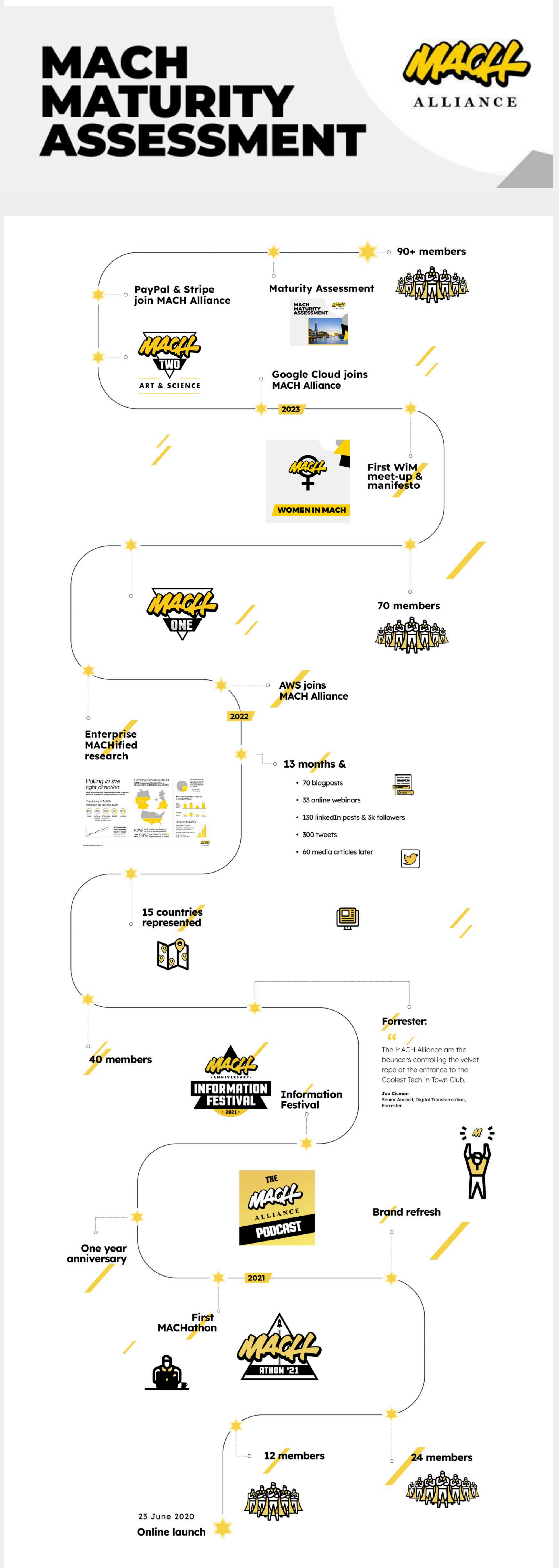
The Power of MACH

Paradigm shifts and movements work better while more people and companies are part of it. Therefore The BaaS Company developed a brand extension for members to use. It’s called the Power of MACH and allows members to showcase their MACH powers, and come together under the umbrella of MACH without directly representing the MACH Alliance entity.



MACH Maturity Assessment

In 2023, we helped the MACH Alliance create and launch the MACH Maturity Assessment, a quiz with personalized results and advice to enable brands looking to transition to MACH, to benchmark their readiness. Working closely with Deloitte Digital and volunteer member firms, The BaaS Company managed the project, which has been very well received in the market with one journalist writing: “If you’re considering a transition to MACH – and want an eye-opening experience – I would wholeheartedly recommend the MACH Maturity Assessment.” The assessment received more than 300 completes in the first few weeks post-launch.



This is just one example of how The BaaS Company goes further to deliver results for its clients. Interested in what we can do for you? Get in touch!

thebaascompany.com