

Media Case Study



Who is Rocketlane?

Rocketlane is a leading SaaS platform founded in 2020 that redefines how professional services firms manage client onboarding and post-sale engagements. Designed to unify project management, communication, and resource planning, Rocketlane streamlines service delivery through a centralized, collaborative workspace.

It supports key functionalities such as time tracking, project financials, status updates, and document collaboration, enhancing transparency and execution efficiency. The platform distinguishes itself with features like proactive project governance, customer-friendly portals, and AI-powered resource allocation.

Rocketlane also introduces innovations like embedded automation, subscription-based project billing, and Interval IQ for milestone tracking. Its mission is to optimize customer experience and accountability while minimizing revenue leakage.

The company has secured major investments and continues to evolve as a comprehensive professional services automation (PSA) solution.

Background

Rocketlane is a fast-growing innovator in the Professional Services Automation (PSA) sector. The company set out to modernize PSA by disrupting outdated project management systems and eliminating revenue leakage for professional service firms.

While PSA is an established category in B2B SaaS, it remains misunderstood and underutilized. Rocketlane faced the challenge of market education and differentiation—seeking to position itself as a clear alternative to traditional project management tools.

JOTO PR Disruptors engaged Rocketlane with a disruptive Anti-PR strategy focused on increasing third-party credibility, elevating category awareness, and positioning the brand as a thought leader in the transformation of project delivery.

The Challenge

Rocketlane needed to re-educate the market on PSA's true value and functionality. Tasked with correcting misconceptions and building awareness, the company aimed to reframe PSA as mission-critical, profit-driving systems—not support tools. JOTO PR's Anti-PR efforts warmed up the market by creating a foundation of thought leadership and media momentum, enabling their own sales and marketing teams to engage a more receptive audience.



Strategy and Execution

JOTO PR deployed its Anti-PR methodology to:



Disrupt category confusion by weaving educational narratives into editorial and thought leadership placements



Secure high-authority third-party validation via interviews, executive features, and earned media



Amplify visibility around funding, feature rollouts, and executive insight, forming a persistent media presence

While Rocketlane managed its internal metrics and adoption campaigns, JOTO PR focused on priming the market through compelling storytelling and strategic coverage.



Results

- › **50 editorial pieces** across articles, interviews, podcasts, and TV spots
- › Featured in **IT Pro Today** (Informa TechTarget) with exclusive CEO insight in the “Top Tech Trends and Predictions 2025” article
- › **50 placements over 14 months**, generating **5.95 million** aggregate exposures
- › **Advertising Equivalent:** approximately **\$2.05 million**



Notable Milestones and Media Mentions (2024–2025)

Rocketlane experienced a breakthrough period of momentum, marked by innovation and enterprise traction. Key moments in the campaign included:

- › **\$24M Series B Funding (June 2024):**
Rocketlane closed its Series B co-led by 8VC, Matrix Partners India, and Nexus Venture Partners—covered in outlets including Forbes, FinSMEs, LA Times Studio, and Stock Titan. This round solidified Rocketlane's place as a category leader in post-sales CRM and PSA space.
- › **Launch of AI-Powered Features:**
Including AI Fills and intelligent resource forecasting—demonstrating thought leadership in PSA innovation.
- › **Rollout of Subscriptions and Seamless Invoicing:**
Showcasing advancements in recurring project billing and financial clarity.
- › **HIPAA Compliance (October 2024):**
Validating enterprise readiness, especially for regulated industries.
- › **Sprinklr adoption (June 2025):**
A definitive enterprise milestone highlighting global services delivery adoption.
- › **Propel24 & Propel25 events and Golden Comet Awards:**
Positioning Rocketlane as a category-defining thought leader.



Samples of Thought Leadership and Media Coverage

Rocketlane's key executives and innovations were featured in targeted earned media across multiple formats:

› **Telecom Reseller (May 2025):**

"Every organization is turning to AI and automation, and professional services teams cannot afford to be the exception in this increasingly competitive landscape."

— Srikrishnan Ganesan, CEO

› **Pulse 2.0 interview:**

"Rocketlane is a composite product that continues to add more capabilities, so the technology is incrementally evolving every single day."

— Srikrishnan Ganesan, CEO



Anti-PR in Action

Rocketlane leveraged Anti-PR to build momentum. By seeding insights—such as strategic interviews, thought leadership podcasts, and commentary in industry outlets—JOTO PR pre-warmed target audiences and elevated key narratives. This approach lowered barriers for Rocketlane's own marketing and sales efforts, accelerating buyer interest and aiding in category education.



Impact and Takeaway

Rocketlane's rise in a misunderstood category wasn't fueled by hype—it was strategically engineered through credibility, consistency, and education. By reshaping public perception of PSA and inserting a clear narrative into the tech media ecosystem, JOTO PR helped Rocketlane cut through confusion and position itself as the intelligent, future-ready platform for professional services firms.

As CEO Srikrishnan Ganesan shared in his interview with *Telecom Reseller*, "Every organization is turning to AI and automation, and professional services teams cannot afford to be the exception." That urgency—backed by innovative features and credible third-party validation—gave Rocketlane a distinct edge in an increasingly competitive space.

With 50+ media placements, nearly 6 million in earned visibility, and over \$2 million in advertising equivalency, Rocketlane's Anti-PR campaign turned silent skepticism into an informed, warmed-up market—ready to buy, adopt, and scale.