

CASE STUDY: M892
CLIENT: Enavis Networks
ECI Telecom

CHALLENGE: Recently spun off as an independent subsidiary of ECI Telecom, Enavis had little-to-no brand recognition among prospective customers. Larger, well-known competitors had first-to-market advantage with similar products. A turbulent economy and sustained downturn in the telecommunications market had created an atmosphere of skepticism, especially regarding new products in the fiber optic space.

STRATEGY: An aggressive media/analyst outreach campaign leveraging premier industry events — SUPERCOMM and NFOEC — to secure coverage of Enavis in a manner that promoted the company’s strong heritage, financial support from ECI Telecom, and significant product differentiators.

RESULTS: In-depth, in-person briefings with key analyst firms such as CIR, RHK, Current Analysis, Gartner, Telechoice, KMI Research, Global Communications, IDC, Network Strategy Partners and Infonetics. Media coverage in *Reuters*, *Dow Jones*, *SUPERCOMM Daily News*, *America’s Network*, *Telecommunications Magazine*, *Telephony*, *Lightwave Magazine*, *Light Reading*, *Converge Network Digest*, *FiberOptic Product News*, *Network World*, *Xchange Magazine*, and *Optical Keyhole*.

IMPACT:

- Numerous, high-profile operator customer wins

