

Alloptic – Market Leadership Campaign

Alloptic
Creating a Market Leader

How Calysto helped one company establish a market leadership position in the optical space and successfully position itself for acquisition.

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Situation:

- Before hiring Calysto, Alloptic had no consistent public relations program. As a result, awareness of the company and its products among media and analysts was minimal at best.
- When it hired Calysto, Alloptic's stated goal was to be recognized as a leader in the passive optical network (PON) market space – and to position the company for eventual acquisition.
- The challenge was clear: Given that PON is a very broad, crowded market segment, many companies had already established themselves as leaders in the category. Calysto knew that to establish Alloptic as a leader in the optical market, Alloptic needed an innovative new approach and message.

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Situation:

- The solution: Calysto suggested that Alloptic strategically use public relations to establish itself as a leader in a relatively unknown technology subcategory within the optical market. The company decided to target the Radio Frequency over Glass (RFoG) subcategory.
- RFoG was a new subcategory that was emerging in the PON market but had not yet achieved widespread recognition among optical players. In fact, the media and analyst community did not yet fully understand RFoG or the business benefits it delivered, and no clear market leader existed in the subcategory. It represented the perfect opportunity for Alloptic to “own” a subcategory within the overall optical market.



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Situation:

- Calysto knew that by educating the industry on RFoG and Alloptic's role in this space, the company could develop a solid reputation as a leader in RFoG and thus eventually be recognized as a leader in the overall, broader optical market.

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Objectives:

The objective of the “market leadership” public relations campaign Calysto developed for Alloptic was twofold:

- > To have Alloptic be publicly recognized by both media and analysts as a market leader in RFoG and thus eventually as a leader in the PON market overall.
- > To position Alloptic for eventual acquisition.

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Strategies/Tactics:

- **Build a Benchmark.** Calysto conducted an audit of the top 10 press and analysts in the broadband, MSO and telco space to determine how Alloptic was perceived in the marketplace. Calysto then developed messages based on the current perception of Alloptic and its position in the overall optical marketplace.
- **Educate the Marketplace:** Given that no company had yet claimed a market leadership position in RFoG, Calysto first set out to position Alloptic as a market expert by launching an educational campaign designed to link Alloptic's name with RFoG. Calysto placed several stories on RFoG (with Alloptic's byline) in key publications.



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Strategies/Tactics:

- **Develop Champions.** Calysto identified a small group of select analysts that it would target to be “champions” for Alloptic and focused on developing strong relationships with those “champions.” The goal: to have Alloptic be recognized and named as a leader in RFoG and PON and to develop positive, credible media references.
- **Create and Leverage Relationships.** Calysto strongly encouraged Alloptic to meet with key media and analysts face-to-face via road tours or at trade shows with the goal of keeping Alloptic executives “top of mind” as sources for stories and to showcase the traction the company had made in the marketplace.



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Strategies/Tactics:

- **Position Executives as Sources.** Calysto also developed several “trend” pitches covering hot topics as well as pitches that could be sent in response to breaking news – both designed to position Alloptic executives as a potential source on stories covering both RFoG and on stories covering more general trends in the optical industry.
- **Create the Story.** Another key challenge was that Alloptic had very little news that was big enough to justify a full-scale press release. To help counteract the “no news” problem, Calysto contacted the key sales people at Alloptic and enlisted their help in creating a “customer story bank” by collecting Alloptic customer stories that could then be pitched to the media.



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Strategies/Tactics:

- **Build on the Momentum.** As the amount of news generated by Alloptic increased, Calysto released this news strategically – for instance, in conjunction with key trade shows – to maximize its effectiveness.



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Results:

- **Recognized as an industry leader and a “game changer.”**
 - > Less than 6 months after the PR campaign began, an article written by *Lightwave* called Alloptic an “early frontrunner” in the cable MSO space and said it had already established a “leadership position” in RFoG.
 - > In that same 6 months, Alloptic was positioned alongside big players such as Nortel and Corning in *Last Mile Magazine*’s Broadband Innovations product showcase.
 - > Erik Keith of Current Analysis, noted Alloptic’s “leadership position of this growing [RFoG] sector” in its October 2009 Intelligence Reports on Broadband Infrastructure.
 - > Broadband Gear Report Gave Alloptic top honors in its 2009 Diamond Technology Reviews for both the company’s RFoG and PON products, calling one of its key RFoG products a “game changer.”



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Results:

- **Signed strategic agreement with Motorola.** In part due to the recognition it received from its PR efforts, Alloptic was able to secure a strategic agreement with Motorola whereby Motorola agreed to offer Alloptic's RFoG solutions to cable operators.
- **Secured millions of media impressions thanks to successful announcements at key trade shows.** Calysto successfully maximized coverage for Alloptic news by releasing it in conjunction with trade shows. For example, Calysto secured more than 3.5 million media impressions from product announcements made in conjunction with SUPERCMM 2009 and SCTE 2009 that announced new Alloptic products in both the RFoG and the optical space.



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Results:

- **Placed education stories in key publications.** During its education campaign, Calysto secured several Alloptic placements in publications ranging from *Lightwave* to *Telecommunications Magazine* and *Converge! Network Digest*. Example: in first quarter 2008 alone, just a few months after it began working with Alloptic, Calysto secured 11 press articles, bylined article and/or podcast placements for Alloptic.
- **Successfully developed analyst “champions.”** Alloptic’s strong relationships with several key analysts from IDC, Ovum and Infonetics allowed it to build credibility with the media by quoting these analysts in Alloptic press releases.

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Results:

- **Built comprehensive and effective “customer story bank.”** As a result of its “customer story bank” campaign, Calysto successfully created more than 10 case studies featuring Alloptic customers and placed them in publications ranging from *Broadband Properties* magazine to *Boat International USA*.

Alloptic – Market Leadership Campaign***Results:***

Just 27 months after hiring Calysto to manage its strategic, targeted public relations program, Alloptic was successfully acquired.

Alloptic's product portfolio was acquired by CTDI, a full-service, global engineering, repair and logistics company.

