

# Broadsoft Market Leadership Campaign

**BROADSOFT®**

*CALYSTO*

# BroadSoft – Market Leadership Through Analysts

## *Situation:*

- BroadSoft was one of three players in the VoIP application server category (Tekelec/VocalData, Sylanro). Competitive was fierce in the market
- BroadSoft had many seemingly strong relationships with top-tier industry analysts. Despite these relationships, the analysts were not calling the company a “leader”
- Calysto developed a campaign to obtain “market leadership” status – moving past “friendships” and relationships to obtain the target goal
- No clear leader existed. No clear metrics existed

# BroadSoft – Market Leadership Through Analysts

## *Objectives:*

- The objective of the market leadership campaign was to be named “market leader” by key analysts and be able to rightly claim the position

# BroadSoft – Market Leadership Through Analysts

## *Strategies/Tactics:*

- **Leverage Analysts.** Industry analysts and pundits define the market leaders in any given category. Calysto developed a campaign leveraging industry analysts in order to be named “market leader” through quantitative and qualitative analyst reports
- **Identify the targets.** Develop a comprehensive attack strategy for BroadSoft to reach market leadership. Calysto’s initial focus was on reaching the top 10 Tier A analyst firms that had the most influence in the market. Step 1 was to identify these market influencers
- **Build a benchmark:** Calysto conducted an audit of each of the top 10 analysts to determine how each analyst firm and individual analyst evaluated market leaders and ask who they perceived the market leader to be. We developed a criteria matrix, identifying how they defined leadership
- **Message.** Based on these metrics, Calysto worked with BroadSoft to address each of the leadership metrics (e.g. number of lines shipped, quality/quantity of customers, strategic partnerships, product innovation, etc.) These metrics were developed into differentiating messages and repeated and repeated and repeated
- **Brief and repeat.** Calysto helped establish individual six month plans-of-attack for each analyst target. Spokespeople differentiated BroadSoft from competitors by consistently communicating unique value propositions and the growing company momentum through partnerships, customer deployments, etc. Interviews were conducted monthly
- **Bouncebacks.** Calysto advised BroadSoft on developing “competitive bounceback briefs” – when competitors made news announcements, BroadSoft sent short e-mail summaries to the top analysts informing them of BroadSoft’s take on the news and how the news impacted the larger market

# BroadSoft – Market Leadership Through Analysts

## *Results:*

- BroadSoft named “market leader” by Current Analysis, which was a significant change unseating a strong competitor (BroadSoft Named Market Leader In VoIP Application Server Market by Independent Research Firm , January 30, 2006)
- Established a new Gartner magic quadrant on application servers, which was unbundled from softswitches/media gateways (publication pending)
- Frost & Sullivan named BroadSoft’s BroadWorks Platform the VoIP Technology of the Year
- Industry buzz in VoIP has shifted significantly in the last 3-6 months to clear leadership positioning by BroadSoft