

CASE STUDY

# Telica – Positioning for an Exit



TELICA®

**Lucent Technologies**  
Bell Labs Innovations



CALYPTO

# Telica – Positioning for an Exit

## **Goals / Objectives:**

- Position Telica to “exit” via Initial Public Offering or Acquisition
  - Build visibility and credibility through an analyst champion campaign
  - Create brand and company awareness
  - Differentiate Telica from Tier 1 players (Nortel, Sonus) and Tier 2 players (Taqua, Santera, Metaswitch, Gluon and Coppercom)
  - Establish and maintain visibility among customers and investors
  - Generate noise in the crowded VoIP market
  - Increase executive visibility and thought leadership

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### *Situation:*

- Telica was seen by the industry as a small player in the softswitch market. Calysto was charged with changing this perception, elevating Telica to a status of a Tier 1 player and a **VoIP leader**, in preparation for an Exit.
- Calysto initiated a thorough PR campaign, beginning with an in-depth audit of current perceptions. Our challenge was that not one single analyst mentioned Telica as a VoIP player in the softswitch market, let alone a VoIP leader.
- Following a thorough analysis and revision of company messages, Calysto conducted an aggressive public relations program to reposition the company as a **VoIP leader**.

# Telica – Positioning for an Exit

## ***Strategies/Tactics:***

- Developed and executed a Pre-Exit PR Plan
- Developed new benefit-oriented key messages and corporate positioning, differentiating from competitors
- Developed and executed Industry Analyst Relations Program
- Conducted aggressive and expanded Media Relations Campaign
- Increased Executive Visibility
- Built Brand
- Leveraged Industry Events
- Established new “writing” program
- Created editorial coverage and lead generation
- Coached and counseled Media Spokespeople

# Telica – Positioning for an Exit

## *Messaging and Positioning*

- Conducted media/analyst audit to understand current perceptions/messages
- Interviewed Telica Board members to understand goals and obtain corporate messages
- Interviewed Telica executives to glean differentiators, customer preferences
- Developed core company and product messages, boilerplate, cutline, talking and supporting points
- Maintained consistency across all PR materials, communications and messages

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### *Analyst Relations*

- Calysto secured the top 5 VoIP analysts as Telica “Champion” Analysts, all were quoted in “exit” articles, including perception changes:
  - Infonetics, Kevin Mitchell
  - Current Analysis, Joe McGarvey
  - IDC, Tom Valovic
  - Frost & Sullivan, Jon Arnold
  - Synergy Research, Jeremy Duke
- All top VoIP industry analyst firms on an ongoing basis

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## Telica – Positioning for an Exit

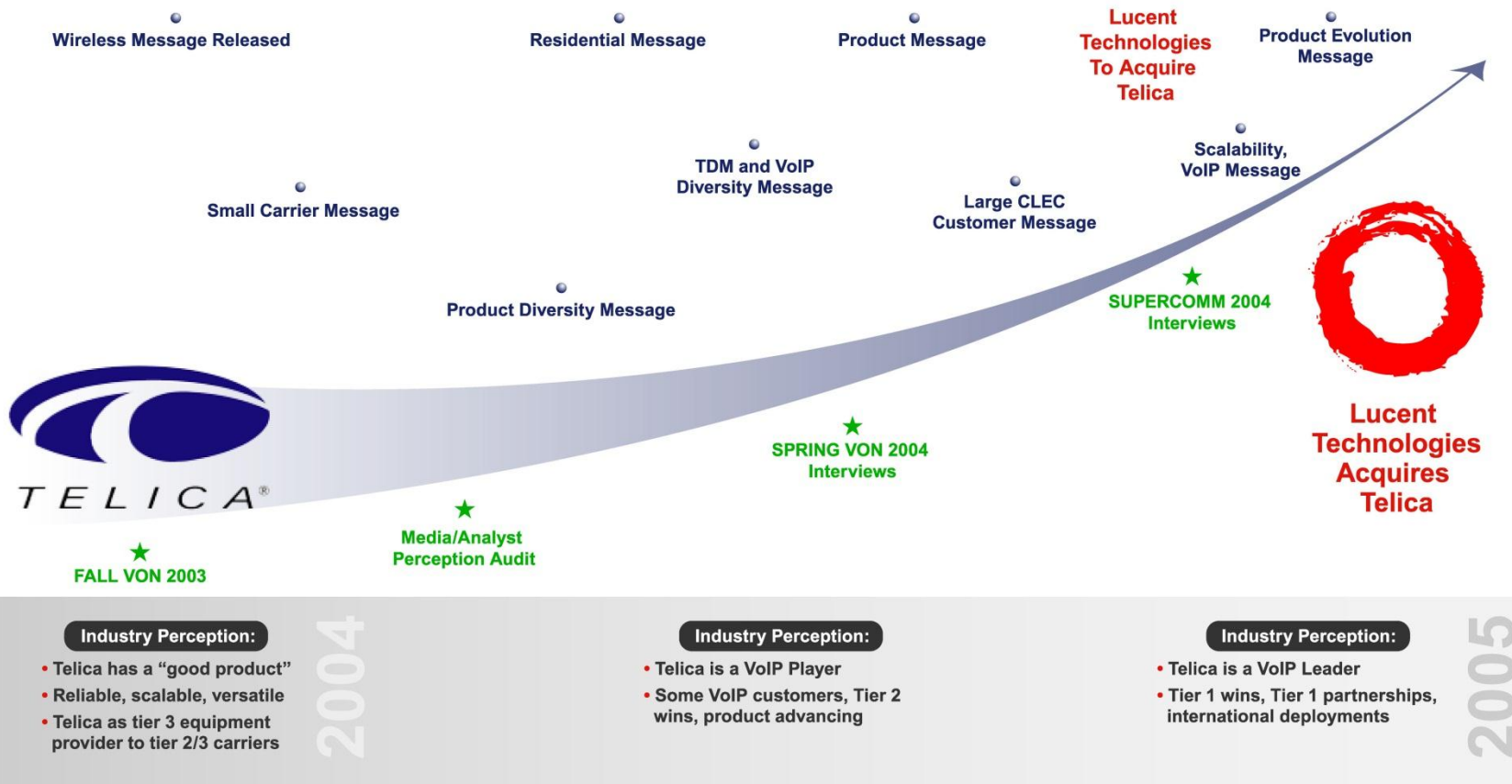
### *Media Relations*

Since inception of the relationship between Telica and Calysto (August 2003), Calysto has increased Telica's customer visibility. Calysto has increased the company's coverage to **16.1** editorial hits per month from **3.3 hits** per month prior to Calysto. Customer-visibility Tier A publications include:

- *America's Network*
- *Boardwatch*
- *Boston Business Journal*
- *Cambridge Telecom Report*
- *CNet*
- *Communications Solutions*
- *Converge! Network Digest*
- *Internet Telephony*
- *Light Reading*
- *Mass High Tech*
- *Network World*
- *Network World Fusion*
- *New Telephony*
- *Phone +*
- *RCR Wireless*
- *Telecom Flash - online*
- *Telecommunications Magazine*
- *Telephony*
- *Telephony Online*
- *the451 - subscription*
- *The Boston Globe*
- *TMCnet.com – online*
- *Unstrung*
- *XCHANGE Magazine*
- *WirelessWeek*

# Telica 12 Month Message Evolution

*Goal: Be seen as VoIP leader through consistent positioning and messaging, leveraging all forms of PR tactics.*



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### *Executive Visibility*

- Calysto coordinated speaking opportunities at the following events:
  - Spring VON 2003
  - Fall VON 2004
  - SUPERCOMM 2004 – Telephony’s VoIP Summit
  - SUPERCOMM 2004 – Telecommunications Magazine’s “Class Wars”
  - Mass High Tech Investors Conference
  - MTC Annual Awards Ceremony
  - Oppenheimer VoIP Conference 2004
  - Internet Telephony Fall Conference and Expo
  - TMC’s new VoIP Developer Conference
  - NTCA’s VoIP Possibilities (Calysto placed. Telica turned down)
  - DesignCon East 2004
  - CCG/RAI Conference
  - Needham Growth Conference
  - Credit Suisse Boston Small Cap Communications Equipment & Networking Conference
  - ExpoComm Mexico
- Calysto placed Telica customers to speak at the following events:
  - Fall VON 2004
  - SUPERCOMM – Telephony’s VoIP Summit (5 Telica customers speaking)
  - SUPERCOMM – Telecommunications Magazine’s “Class Wars”

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### ***Announcement Day: Lucent Technologies to Acquire Telica – May 24, 2004***

- Coordinated speaker logistics, key messages and Q&A with Lucent PR Team(s)
  - Developed core Telica company and product messages, boilerplate, cutline, talking and supporting points
- Conducted media/analyst outreach starting at 7:04 am
- Communicated with more than 300 media and analyst contacts
- Coordinated one-on-one briefings with more than 30 media on days 1 and 2
- Monitored and collected editorial coverage for Telica and Lucent teams (and Board members)
- Coordinated logistics of *Telephony* cover story
- Maintained consistency across all PR materials, communications and messages

# Telica – Positioning for an Exit

## Press Coverage

THE WALL STREET JOURNAL.

int BusinessWeek

DOW JONES

AP Associated Press

REUTERS

Bloomberg

New York Times

AFP

c|net

The Boston Globe

USA TODAY

Telecommunications Magazine

InformationWeek

America's Network  
EXPERT ANALYSIS FOR SERVICE PROVIDERS

BUSINESS COMMUNICATIONS REVIEW  
Your independent resource for communications and networking intelligence

XCHANGE

The #1 Data Services Magazine for Telecom Executives  
boardwatch

eWEEK

TELEPHONY

INTERNET TELEPHONY

NetworkWorld

EETIMES

Mass High Tech

Investor's Business Daily®

InfoWorld

Network Computing

CommunicationsNews  
SOLUTIONS FOR TODAY'S NETWORKING DECISION MAKERS

LIGHT READING

Boston Business Journal

RCR wireless news

The IP Voice's  
NEW Telephony

FierceWireless  
THE WIRELESS INDUSTRY'S DAILY MONITOR

UNITED STATES TELECOM ASSOCIATION

COMMERCE Times®  
BECAUSE E-BUSINESS MEANS BUSINESS