

# Allot Communications' Inaugural Global Mobile Broadband Traffic Report

*A case study on how to build a global brand and secure more than 20 million U.S. media impressions – by taking public relations to the next level.*



*CAVSTO*

# CASE STUDY

## Allot Communications – A Leader in Mobile Broadband

### ***Situation:***

- Allot was already recognized as a leader in broadband traffic management solutions for intelligent networks (thanks to more than a year's worth of collaborative PR work with Calysto); however, as the company's business became more focused on mobile broadband, it was critical to show leadership in this segment.
- Given that so many of the top tier mobile operators were already Allot's customers, Allot had access to valuable data on IP application usage that it could leverage to educate the market and begin an industry discussion.

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### ***Situation:***

- With Calysto's guidance, Allot used this data to develop the first 'Allot Communications Global Mobile Broadband Traffic Report' on mobile data bandwidth usage. The goal: to strategically use public relations to establish a leadership position for Allot in mobile broadband that could be expanded over time.

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### *Objectives:*

- **Build the brand.** Build recognition for Allot by launching the 'Allot Communications Global Mobile Broadband Traffic Report' as the first report in a regular series that would provide insight into the pulse of mobile broadband market and traffic usage.
- **Expand the company's reach.** The goal was to establish Allot firmly as a leader in the mobile broadband industry and to expand the company's overall recognition among potential customers in the mobile space by attracting the attention of key mobile trade media as well as more mainstream business and consumer media.

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### *Strategies/Tactics:*

- **Brief Early and Go Broad.** Calysto devised a launch plan that included key trade media as well as bloggers and analysts. But the plan also encompassed a range of business, technology and mainstream media that could tie the findings to the impact on both business and consumers. Calysto offered the report and press release under embargo the week prior to the announcement in order to build buzz and to give media the chance to review the findings before Calysto contacted them to pitch an interview.
- **Use the Right Data.** Calysto worked closely with Allot to determine what data would have the most impact. One of the most important questions to answer... “What conclusions could we draw and what would these findings mean to the industry?”

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### *Strategies/Tactics:*

- **Build a Complete Package.** Instead of just distributing a press release summarizing the report's findings, Calysto designed a complete resource package for media that included a one-page executive summary of the study, the press release, top line conclusions and corresponding graphics. The goal was to make it as easy as possible for the media to write a complete story using the materials provided.
- **Define & Benchmark:** The launch of the Report as a snapshot in time (the report included only second quarter data) allowed the team to set the stage to release future reports. The materials also stressed that the report data was collected from Allot's customers, which included leading mobile operators worldwide representing a combined user base of more than 150 million subscribers. This established credibility for both Allot and the report.

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### *Strategies/Tactics:*

- **Present the Data in a User-friendly Manner.** Calysto advised Allot to organize the data based on regional trends (i.e. Global, EMEA, APAC & the Americas) to maximize its appeal to an international audience and to create newsworthy graphics (broken down by application such as P2P, HTTP Downloads, etc.).

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### *Results:*

- **Calysto secured nearly 20 million media impressions from U.S.-based media alone.** This included an article from GigaOM titled, “Will P2P Soon Be the Scourge of Mobile Networks?” that was also published by The New York Times & CNNMoney as well as articles in many key trade publications.
- **Globally, Calysto secured more than 60 hits** in international publications in just the first week after the report was released. (See “Sampling of Coverage” page for a list of some of the key U.S. and international publications that covered the report.)
- **More than 600 copies of the report were downloaded from the Allot Web site within 6 months after it was issued.** The publicity surrounding the report generated a buzz not only about the findings but also around Allot and its knowledge of mobile broadband traffic usage.

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### **Results:**

Thanks to the overwhelming amount of publicity generated by the first report, Allot proceeded with its plan to issue further reports and is now releasing a new “Allot Mobile Trends Report” on a semi-annual basis. This has generated significant further recognition for the company’s leadership role in mobile broadband and has resulted in growing coverage of the report data.

### **Second Report: Issued in Early February 2010**

- **Generated 20 media hits representing 2 U.S. million media impressions** within 5 days.
- **Secured more than 100 hits internationally** in the first week.
- **More than 600 individuals downloaded a copy of the second report** within days of its release.

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### **Results:**

In addition to the second report issued in February 2010, Allot has released several other follow-up Mobile Trends Reports. Results from these semiannual reports include:

- **Follow-up reports have consistently generated around 20 U.S. media hits within days** and received significant international coverage as well. Statistics from the most recent report were once again covered in *The New York Times*.
- **Within days after the release of new reports, hundreds of copies are downloaded from the Allot website.**
- **Statistics from the reports are now quoted regularly.** As one example, an executive from the leading mobile operator AT&T quoted Allot statistics in a speech given at INTERNATIONAL CTIA Wireless.

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### **Results :**

**Results from follow-up reports, con't:**

- **Leading industry analyst firms continue to express interest in partnering with Allot to co-develop the study** (including: Yankee Group, Infonetics and Informa).
- **Key business media now contact Calysto on a regular basis asking for information and data from the report** (including: SmartMoney, Forbes and Fortune).

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### Sampling of Coverage:

The New York Times

CNNMoney.com

telecomasia.net

FierceBROADBAND  
WIRELESS



FierceWireless  
europe

LIGHT READING's

UN  
STRUNG

The 4G  
Authority

ITBUSINESSEDGE

RETHINK



FierceONLINE  
VIDEO  
THE WORLD OF ONLINE VIDEO

TELEPHONYONLINE  
KNOWLEDGE • CONNECTION • QUALITY

Gigaom

xchange

ip carrier

Wireless  
WEEK.  
News, Analysis, Perspectives & Insights in Wireless

ars technica  
Serving the PC enthusiast for over 10<sup>th</sup> centuries

TMCnet  
.com

internetnews.com

MediaPost

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### ***The Customer's Reaction:***

“Calysto’s creativity really shined through when it came to helping us actually present and release the information in the ‘Global Mobile Broadband Traffic Report.’ The Calysto team helped us determine how we should package the report’s conclusions. The team suggested creating a one-page executive summary. They suggested changes that would attract the attention of international audiences. They outlined three tiers of media for us, ranking each media outlet in terms of its importance. And they worked hard to make sure the messaging would appeal to the target audience.

To put it simply, Calysto knew just how to package the data to make this project successful... The amount of coverage we got was phenomenal. We’re still getting rave reviews on the project from people both inside and outside the company.”

-Jonathon Gordon, Allot’s Director of Marketing