

**Case Study: BelAir Networks
Building Executive Visibility
May 2004**



BelAir Networks – Building Executive Visibility

Situation:

- Founded in 2000, BelAir Networks remained in stealth mode for close to three years perfecting the product – absolutely no external exposure
- Upon engaging with Calysto Communications in late October 2003, BelAir wanted to come out of the gates fast and with a bang launching to the public a mere four weeks later
- In conjunction with editorial placements, BelAir Networks realized the value in an Executive Visibility program and pushed full steam ahead
- No perception to build upon, a start from scratch program

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Objectives:

- Achieve, demonstrate and communicate market leading product
- Secure positions on high-visibility panels within BelAir Networks' target audiences
- Expand industry mind-share of BelAir Networks and technology
- Position BelAir Networks as the leading outdoor, high-capacity WLAN infrastructure provider
- Communicate BelAir Networks' position to reflect the company's strengths in the industry

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Strategies:

- Place BelAir Networks executives in front of decision makers at relevant industry conferences and events
- Position BelAir Networks in front of telecom, technical, Wall Street and vertical industries
- Secure minimum of 10 placements within first six months of launching the company
- Communicate through an aggressive speaker's bureau BelAir Networks' key messages and differentiators in deploying large-scale Wi-Fi Networks

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Results:

- Secured more than 18 speaking spots for BelAir Networks in the first six months of working relationship, including key notes at the Wi-Fi industry's highest profile events
- Wall Street is coming to us, inviting BelAir Networks' executives to speak
- BelAir Networks, in conjunction with a concerted media campaign, is now seen as the authority in metro-scale Wi-Fi

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Venues:

