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Calysto strategically positions company as a leader in Industrial IoT connectivity, systems integration

Globecomm, a global provider of connectivity solutions, embarked on a new cross-business strategy to be the single source, end-to-end solutions integrator and provider for the Industrial Internet of Things (IIoT). Its goal was to deliver ubiquitous connectivity to any IIoT device, anywhere in the world. Two significant events occurred near the end of April 2016 that provided a defining moment for the company to establish itself in this new frontier – a strategic partnership with AT&T to combine satellite with cellular for ubiquitous Industrial IoT connectivity, and participation in Hannover Messe, a strategic industrial automation tradeshow.

Business Goals:

- To be positioned as an end-to-end Solutions Integrator for Industrial IoT
- To be the answer for commercial, industrial and government organizations needing a robust portfolio of end-to-end communications solutions
- To be viewed as unique because of its incorporation of satellite connectivity into its overall solutions mix, and as well as its ability to provide full solutions and systems integration
- To be positioned as the single, global source provider of combined satellite and cellular for continuous connectivity in AT&T's portfolio of services for Industrial IoT support, particularly in offering end-to-end communications and data management solutions.

Audience: The IIoT industry, industrial, commercial and government organizations, partners and investors

Timeline: April 2016

CHALLENGE

Before the launch, Globecomm was established as a satellite-only provider with a following of six to 10 vertically-focused media outlets and analyst firms. Globecomm needed to establish itself as a market leader in the Industrial Internet of Things industry. Calysto's challenge was to:

- Re-position Globecomm as a solutions integrator that offers an end-to-end solution for companies and organizations looking to take advantage of the Industrial IoT
- To be known as the only source that could provide AT&T an end-to-end communications solution, particularly when it comes to satellite support
- To establish a brand presence as a single-source provider to companies and organizations in industrial sectors looking to embrace Industrial IoT

SOLUTION

Calysto developed and executed a media relations, social media and content marketing campaign that forced media and analyst influencers to take notice. The strategy included:

- Influencing Hannover Messe – a strategic industrial automation tradeshow Globecomm would participate in – and its editorial and analyst opportunities to tell Globecomm's new story, namely through face-to-face interactions
- Leveraging the announcement of Globecomm's strategic partnership with AT&T to combine satellite with cellular for ubiquitous Industrial IoT connectivity to create credibility in the Globecomm story
- Positioning satellite's unique advantages in the Industrial IoT when coupled with other connectivity solutions to deliver a complete, fully managed solution from Globecomm

EXECUTION

- Calysto developed an Industrial IoT messaging platform, with executive and director level input
- Pre-briefed analysts and media attending Hannover Messe
- Scheduled face-to-face briefings at Hannover Messe
- Provided embargoed press release to trusted and pre-briefed media prior to the announcement so that articles were timed for the day-of launch
- Pitched and followed up with all reporters and analysts following Industrial IoT and satellite industries



RESULTS

Calysto expanded coverage exponentially by earning coverage of Globecomm's Industrial IoT launch in more than 300 mainstream technology outlets in several countries, with a potential reach of 115 million readers.

- » Secured coverage in top tech publications, including: *Fierce Wireless*, *RCR Wireless*, *Wireless Week*, *IoT Evolution*, *IoT Today*, *ReThink-IoT*, *PC World*, *Newsday*, *Network World*, *CIO*, *Via Satellite*, and *Satellite Magazine*, to name a few.
- » Coverage expanded audience reach to millions of readers, a significant upgrade from fewer than 50,000 for a typical Globecomm launch.
- » At Hannover Messe, the team also expanded meaningful analyst coverage including coverage from Frost and Sullivan, Beecham Research, Gartner, VDC Research, IDC, and many others.
- » Amplified momentum: Executed client's first ever social media campaign to expand awareness and foster new relationships.
- » Followed up: Placed Thought Leadership articles, earned executive interviews, secured executive speaking engagements and amplified future tradeshow events by continuous PR and social media engagement.