

Case Study: LGC Wireless/ADC

Story began working with LGC Wireless in late 2005. As the leader in intelligent, in-building wireless systems that extend cellular coverage throughout buildings, LGC Wireless had strong customer references and an impressive financial record, but no publicity. Previous PR firms had done little, complaining that the press was too focused on wireless LANs, and was not interested in “old” technologies such as cellular phone infrastructure. In addition, LGC was not well-known among the analyst community, and no one had leveraged its satisfied customers when pitching the media.

Story took a different view. Noting the strong interest in voice over wireless LAN (VoWLAN) systems in the networking and wireless media, the Story team began by promoting LGC from a contrarian angle by directly questioning the press interest in VoWLAN. We pitched stories and contributed articles suggesting that in-building cellular made much more sense than VoWLAN in terms of cost, maintenance, and ease of deployment. To prepare for this campaign, Story established a formal customer reference and case study program, drafted a series of contributed article abstracts, began formal analyst relations, and built out a schedule of customer and product press releases to ensure regular visibility.

Results were immediate. Within two months, Story had placed, written, and submitted bylined articles comparing VoWLAN to in-building cellular to Converge! Network Digest, and Telephony Online. Additional articles were placed and in process for Internet Telephony, and Mobile Enterprise. In addition, Story arranged meetings with 15 analyst firms, including, Forrester Research, Gartner, Farpoint Group, Infonetics, Pyramid Research, Synergy Research, Unstrung Insider, and Yankee Group.

The customer reference program also yielded fast results. Within two months, Story had contacted 15 candidates for case studies and customer references, had identified seven targets, and had drafted two case studies.

The first customer press release also hit within two months, and Story hosted pre-briefings with more than 20 publications, resulting in more than 15 articles, including stories in Business Communications Review, Fierce Wi-Fi, Information Week, Network Computing, Network World, Unstrung, and Wireless Week.

In its first four months of service for LGC Wireless, Story made it the most widely-covered company in in-building wireless, generating more than 70 articles, establishing strong analyst relations with half a dozen firms, and creating seven customer case studies that are generating additional feature stories in vertical markets such as health care and education. Since Story began representing LGC Wireless, it has remained the most visible player in the in-building wireless space.



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P.O. Box 642429 • San Francisco, CA 94164-2429 • 415-674-3815 • www.storypr.com

LGC Wireless was acquired by ADC in November, 2007, and Story has continued to promote ADC's Network Solutions business since then.