

## Case Study: Entrisphere

Charlie Rubin won the Entrisphere account in 2002 by convincing the company not to exhibit at SuperComm since it was at least a year away from announcing its product. For the next two years, Charlie's team helped Entrisphere pursue an effective stealth mode strategy that included:

- Briefing key industry analysts about the market opportunity and company's plans
- Educating the market through contributed articles about carrier access networking challenges general solutions, which appeared in such publications as EE Times, Lightwave, Outside Plant, and XChange.
- Security speaking engagements on general access networking topics at shows such as IPTV 2005 and FastNet Futures 2005.
- Leveraging partnership, company news, and interoperability announcements to generate interest in the media

By mid-2004, Entrisphere was shipping its product to smaller customers. However, Entrisphere was focusing on the 25 largest carriers in North America, and management and the Story team agreed that the official product launch should wait until the company could reference a Top 10 carrier customer. During the interim, Story placed contributed articles, such as "Interoperability aids FTTP deployments" in the July issue of Lightwave. Story also pitched the FSAN Interoperability announcement in October 2004. The opportunity came in the spring of 2005.

By this time, analysts were well versed in the Entrisphere story, and the general trade media were keenly interested in learning more about an emerging player in the RBOC network equipment market. The Story team hosted a nationwide press and analyst tour that generated more than 20 news articles in publications such as DSL Prime, EE Times, Light Reading, Lightwave, Network World, Outside Plant, Telecommunications, Telephony, and XChange, and. In addition, Entrisphere won Telecommunications' Product of the Month spotlight in April.

Today, Entrisphere is riding a wave of visibility that ensures regular mentions as an important player in the access networking equipment market, and Story Communications is maintaining that momentum with focused media outreach, ongoing contributed article and speaking programs, regular analyst updates, and other programs.