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Communications Results
for Technology Companies

Case Study: Exalt Wireless

Exalt makes microwave backhaul systems, but it was not well known in the media and analyst communities when Story PR began working with the company in 2009. The company had a long list of satisfied customers, but their stories were not getting out, and companies such as Aviat, Ceragon, DragonWave, and NEC dominated the media market.

Story PR proposed a four-pronged attack based on customer press releases, customer case studies, contributed articles, and aggressive media/analyst relations. Once supplied with a list of customers, Story PR's Charlie Rubin contacted and interviewed customers, wrote press releases and case studies, and tracked them through the approvals process.

As a result of these efforts, Exalt was soon issuing 2-3 customer win press releases each month within two months of our initial engagement. Story PR's Michael Schoolnik pitched to a targeted list, and the media took notice. Exalt was featured in dozens of publications, including Above Ground Level, Converge! Network Digest, FierceWireless, Light Reading, Mission Critical Communications, Microwave Journal, RCR Wireless, and Wireless Week. Case studies became the basis of feature articles in RCR Wireless and Mission Critical Communications, and Story also pitched them to vertical market publications where appropriate.

At the same time, Michael Schoolnik reached out to analysts and scheduled briefings with Dell'Oro Group, Heavy Reading, Maravedis, Ovum, Stratecast, Visant Strategies, and Yankee Group. He also placed a CEO interview with RCR Wireless, and secured a contributed article placement in Mission Critical Communications.

Story's early success with Exalt has led to a long-term relationship. We have generated hundreds of articles about Exalt over the years, and we remain the company's agency of record.