

*"We have found Insight particularly pro-active and responsive in its approach and view our relationship as a key partnership in taking the company forward."*

Andrew Court  
Marketing Director  
Openet Telecom

## CLIENT CASE STUDY

### Openet Telecom

#### Communicating differentiators in the telecoms marketplace

Following a successful rebranding programme and after securing its second round of funding, Openet Telecom needed to further differentiate and segment its products in the mediation and telecoms marketplace.

#### Objectives

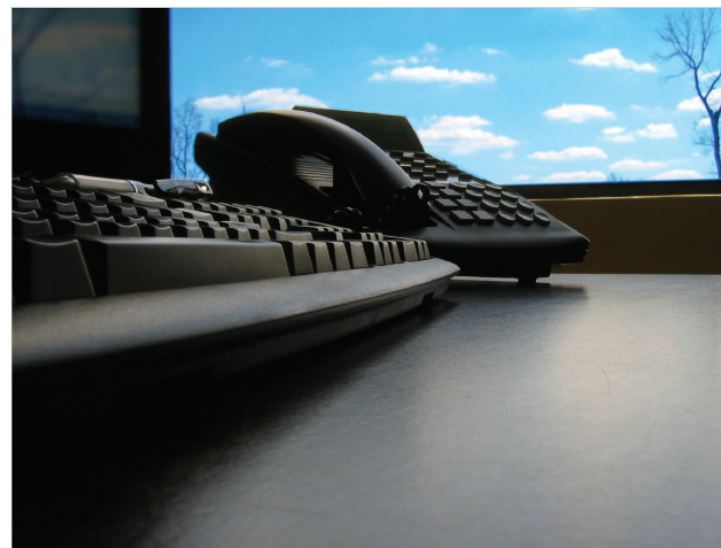
- We created 3 product sub-brands for Openet Fusionworks, with each product communicating appropriate messages to operators in each market.
- We then positioned Fusionworks as the foundation for developing telecoms networks.
- Launched Fusionworks Wireless at 3GSM World Congress in Cannes with aggressive PR push.
- Highlighted operators losing profits through mishandling of data, therefore needed to invest in Fusionworks.

#### Results

- Feedback that mediation had been made relevant to operators.
- Built alliances with analysts who recommended Openet.
- Directly opened customer doors because market understood the value proposition of Fusionworks.
- Extensive coverage gained in key telco publications due to briefings with press, analysts and management consultants.

*If you'd like to improve your company's PR and want to work with an agency that gets results, call Mark Robson on 0845 643 6181 or email him at [markr@insightgroup.co.uk](mailto:markr@insightgroup.co.uk).*

**Openet**  
TELECOM  
The World's Best Mediation



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As Openet's lead European PR agency, Insight developed an integrated marketing communications strategy which would create three product sub-brands for Openet, with each product communicating appropriate messages and technologies to operators in each different market, while at the same time demonstrating that Fusionworks would work across all platforms.

By examining the concept of mediation as a hidden but essential strength, Insight positioned Fusionworks as the foundation for developing telecoms networks. Insight developed architecture diagrams following the foundation and tower theme, showing each generation ("g, 2.5G and 3G) development as another floor of a growing tower supported by a Fusionworks foundation. This positioning allowed Fusionworks to be highlighted as the foundation that would support any further generational or network additions. These creative design elements were then re-used to create product brochures, presentations, interactive diagrams and white paper templates for use by sales and marketing teams.

Insight then tackled each market area with an aggressive PR push. The first of these was conducted at the 3GSM World Congress in Cannes with the launch of Fusionworks Wireless. The primary message of this push was to highlight that operators were probably losing over 20% of their profits through the mishandling of data, that operators could not afford to delay investment in a mediation system after their investments in 3G licenses and falling profit margins.

By launching at 3GSM, Openet was in the right place to be seen by its target market. Insight drove communications at the show by providing on the ground support, generating briefings and creating press materials. In addition to the launch, Insight produced a technical white paper on 3rd generation networks, which was available to journalists and prospects at the show, was published in telecoms and billing publications and was made available after the show through Openet's website. Throughout and after the show, Insight arranged an intensive programme of interviews with not only media, but with analysts and management consultants, those influencers who can directly initiate sales recommendations.

We can help you get results like this -- contact us now to find out how.

**For more information on how Insight can help you, please contact us.**

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