

Case Study: Kasenna

Kasenna, the leader in standards-based IP video systems for enterprises, service providers, and hospitality providers, engaged the Story team for a messaging project in late 2003, and later expanded to a full-service relationship in support of major product launches in early April 2004.

Kasenna was a market leader in the IP video server space, but standards-based video servers were becoming commodity items, and the company wanted to shift the emphasis to its software intelligence while launching vFusion and vForge, two new software products for managing distributed IP video networks and for rapidly developing and deploying new video service applications on those networks. In addition, Kasenna had never done a formal PR program, and it was typically considered a startup even though its team had pioneered IP video nearly ten years before.

Charlie helped Kasenna develop corporate and product messaging, press and analyst presentations, and a white paper aimed at changing the market's perception of the requirements for successful distributed video networks. At the same time, Susan's team developed comprehensive media and analyst target lists that both leveraged long-time relationships Kasenna already had and introduced the company to dozens of new analyst and media contacts.

During its pre-launch briefings in March 2004, Kasenna met with ten leading IP video analyst firms, including Frost & Sullivan, Forrester Research, IDC, Interactive Media Strategies, In-Stat/MDR, Jupiter Research, Kagan, Media Research Group, The451, and the Yankee Group, and briefed editors from *Broadband Business News*, *Broadcast Engineering*, *CED*, *Cnet*, *EDN*, *Network World*, *Telephony*, *TV Technology*, *Television Week*, *Video Systems*, and other publications, setting the stage for a successful presence at the NAB show in April.

To initiate coverage in European media, Story affiliate agency Ascendant began working with press and analysts in key markets there. The timing of this decision coincided with a refocus on the IPTV market in Europe by press and analysts after a series of false starts in the prediction of the market's take-off in the preceding 24 months. Ascendant also helped Kasenna to educate key press and analysts on the IPTV market and succeeded in turning some prominent analysts from skeptics into supporters of the IPTV market. Ascendant also provided show support at critical European shows like IBC, and working with Story, helped to make sure that Kasenna's entire end to end solution was regularly updated and communicated as new acquisitions and solutions were added.

Following the launch of vForge and vFusion, Story conducted an aggressive outreach campaign designed to showcase Kasenna as the IP video systems leader. By September of 2004, this effort had produced more than 125 articles about Kasenna in leading video

technology and service provider publications, and had gained unique visibility for Kasenna as a provider of turnkey IP TV systems. Leveraging this North American interest, Ascendant used its local market contacts and knowledge to get Kasenna high profile press and analyst meetings throughout late 2004, including coverage in the *Financial Times*.

Using regional partners like Ascendant, Story offers its clients a truly global PR service that helps support the expansion of their businesses in new markets while maximizing exposure for their success in these territories.