

Case Study: Meru Networks

Story Communications began representing Meru Networks in June of 2004, when the company had gone nine months since introducing its wireless LAN products. By taking a significantly different approach to 802.11-standard networking than any of its competition, Meru had developed a demonstrably superior WLAN system, but because the company was relatively late to market it had failed to gain the customer or media traction that could promote such superiority. Story's recommendations were to clarify and simplify the messaging about Meru's technical differentiation and the real world benefits it offered, to step up efforts to educate the market about these differences, and to broaden outreach programs to gain more traction with media and analysts despite having a smaller customer base.

Story began at once by greatly expanding Meru's media and analyst target lists, sharpening the company's messages, and developing a series of bylined article abstracts to gain publicity for Meru's approach. Story was immediately successful, placing three contributed articles (with *Converge Network Digest*, *Business Communications Review*, and *Wireless Systems Design*) within the first 30 days. Also during the first month of service, Story aggressively pitched news releases about management additions and Meru's newest access point products, generating stories in 20 different publications, including *Network World*, *Unstrung*, *EE Times*, *eWeek*, *Wireless News*, and *VentureWire*.

By the end of the first quarter of our engagement with Meru, Story had generated some 40 articles about the company across a range of industry publications, had established the company's Director of Product Marketing as a regular columnist with two different publications, had placed half a dozen bylined articles, and had arranged briefings with most of the important industry analysts in the enterprise wireless space.