

Case Study: Kasenna

Kasenna, the leader in standards-based IP video systems for enterprises, service providers, and hospitality providers, began working with the Rockpoint Public Relations 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.

Rockpoint 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, Rockpoint developed comprehensive media and analyst target lists that both leveraged long-time relationships Kasenna already had and introduced the company to several new analysts and press.

During its pre-launch briefings in March 2003, 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.

Following the launch of vForge and vFusion, Rockpoint conducted an aggressive outreach campaign designed to showcase Kasenna as the IP video systems leader. By November of 2005, this effort had produced more than 250 articles about Kasenna in leading video technology and service provider publications, multiple articles in Businessweek, Newsweek and the Financial Times, and had gained unique visibility for Kasenna as a provider of turnkey IP TV systems.

