

Case Study: Meru Networks

The Rockpoint Public Relations team began working with 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. Rockpoint'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.

Rockpoint 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, Rockpoint 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 third quarter of our engagement with Meru, Rockpoint had generated some 200 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 a dozen bylined articles, and had arranged briefings with all of the important industry analysts in the enterprise wireless space.

