

STRATEGIC OBJECTIVES

- Educate diverse business decision makers about POL and key benefits for their facilities – faster Internet speeds, highly-secure networks, more energy efficient
- Show real business results from customers who have achieved success with the DZS FiberLAN solution to minimize the perceived risk factor of implementing a “new” technology

INDUSTRIES SERVED

- Enterprise Technology

RESULTS



10 case study
media placements



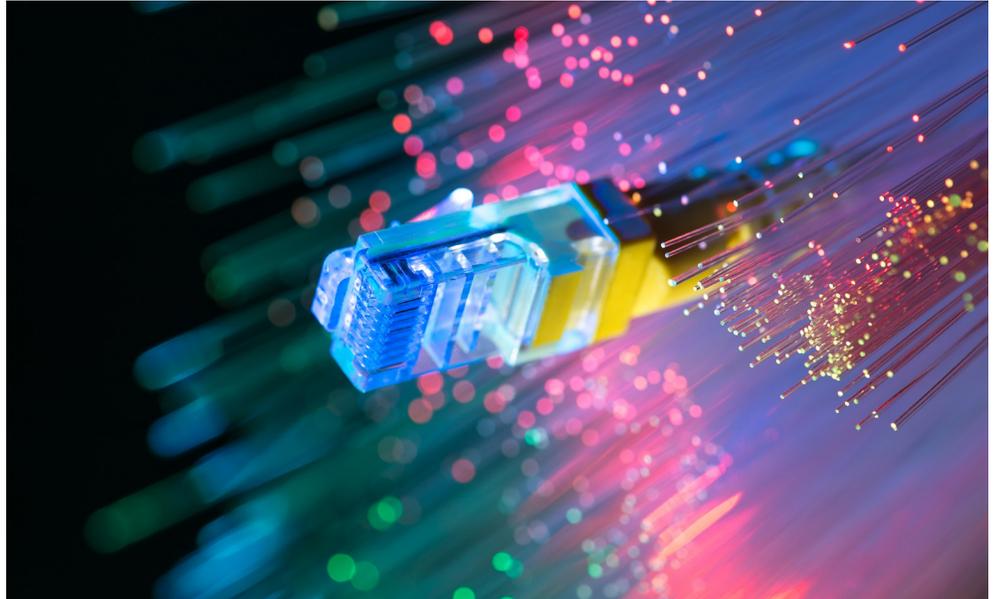
700,595
media impressions



New customers in
target sectors

“Public relations and customer stories are absolutely invaluable! Portavoce PR has been instrumental in creating content that makes sense for business decision makers and increasing the adoption rate of our flagship product, FiberLAN.”

– David Fusco, enterprise sales executive for DZS



Customer Storytelling that Generates Sales Leads

DASAN Zhone Solutions (DZS) is an enterprise technology company that manufactures telecommunications equipment, including fiber-based access equipment that supports Passive Optical LAN (POL) networks. POL networks perform far better than archaic, copper network technologies, yet awareness of this technology wanes in the face of behemoth competitors that utilize massive marketing budgets to make sure the “old way” dominates the market.

In order to break the status quo, DZS needed to find a way to communicate the inherent benefits of POL, and DZS’ propriety FiberLAN solution, to its target customers. To further complicate the challenge, many different customer stakeholders are involved in these decisions.

Network engineers that design Internet infrastructures often exclusively use legacy technology simply because they are trained to implement the equipment, even though progressive solutions like FiberLAN are available. Knowing this information, Portavoce PR developed strategies to increase brand awareness among buyers in several sectors.

Portavoce PR recommended DZS use real-world customer stories to help

to break down barriers and minimize negative perceptions about POL technology among technical buyers who are committed to using the industry-standard solution.

STORYTELLING FOR THE RIGHT AUDIENCE GENERATES PULL-THROUGH DEMAND

Before Portavoce PR began working with DZS, the previous agency distributed content that was chock-full of technical jargon. While that may make sense for engineers and technical buyers, it was not understandable to non-technical business decision makers such as general managers of hotels and university deans. When Portavoce PR and DZS started working together, the agency recommended shifting the way content was written so that audiences can read stories quickly and easily, and absorb information about network options in a way that resonates.

Portavoce PR develops written case studies about customers in DZS’ target verticals. For example, one case study explained the results Washington State University (WSU) achieved after deploying POL technology at its Pullman, Washington campus. The Portavoce PR

team interviewed key WSU stakeholders who were instrumental in selecting FiberLAN and secured data that reflected the cost of deploying a Copper LAN network in a residential hall on campus. The team compared that data to the cost of deploying a POL network in another residential hall. The results indicated tremendous cost and space savings.

In addition to the written case studies, Portavoce PR helped the DZS team find ways to present case study results visually to engage audiences on social channels. To represent the WSU case study results, Portavoce PR, creative agency Open Road and the DZS teams collaborated to create a visually-appealing infographic that demonstrated the cost and space savings of using POL.

AN OMNI-CHANNEL APPROACH ACHIEVES HIGH EXPOSURE

Portavoce PR used an omni-channel approach to distribute case study content, which resulted in significant exposure. The team implemented a distribution strategy that included paid, earned, shared and owned channels (PESO model) to increase reach.

- Case studies were placed in highly-targeted trade publications to garner coverage and exposure to target audiences
- Content and visuals were shared across all social media channels to generate engagement
- Pay-per-click advertising campaigns on the brand's social media channels increases the reach to the target audience

After reading about other businesses that use FiberLAN technology, additional schools and hotels have inquired about FiberLAN for their properties. By showing the success of customers in DZS' target sectors, new customers are more open-minded about FiberLAN, and the adoption rate has increased.



COVERAGE EXAMPLES

HigherEd **T** TECH DECISIONS

How This Networking Solution Saved WSU Half a Million Dollars

Washington State University saved half a million dollars using FiberLAN GPON instead of traditional copper installation in its...

Billings District Upgrades Broadband Network

By Michael Hart | 06/22/16

Billings Public Schools has replaced its aging copper-based network with a new FiberLAN system to provide broadband access throughout the district.

The school district picked Zhone Technologies' FiberLAN Gigabit Passive Optical Network (GPON) in order to give students and faculty better Internet broadband access. The new network will now support 16,000 students and staff in 22 elementary schools and four middle schools.

Along with providing more access, it is expected that the new network will also result in cost savings due to reduced maintenance. At the same time, the Billings district took advantage of the FCC's E-rate program to fund much of the project, which is part of a larger five-year plan to upgrade all of its technology.

"Our goal is to maximize technology so we can provide an environment for our students to learn and develop their technology skills," said District Network Manager Larry Bybee. "With Zhone, we will continue to offer those high standards across our district."

The district worked with CTA Architects & Engineers in choosing Zhone Technologies and school district representatives said the package provided to them will result in \$3 million in savings.

"As we started to research the upgrade all of the schools by Bybee said, "Then our technical check out GPON."

THE JOURNAL

"The case studies that Portavoce PR write are important tools when educating new customers. I use the case studies often throughout the sales cycle to educate business decision makers about how others in their industry are benefitting from our technology."

– David Fusco, enterprise sales executive for DZS



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