



Azanda Network Devices moves into Europe

Customer Profile

Customer Azanda Network Devices

Challenge Launch the Azanda Network Devices name and products to the German electronics industry in the most cost-effective manner possible, but with the widest possible reach.

Target Audience German-speaking electronics/telecommunication press.

Solution A press roundtable between senior Azanda management and selected media representatives from the electronics press to introduce Azanda Network Devices to the German market.

- Results**
- Azanda conducted one-on-one interviews with 13 leading German editors and journalists from the electronics industry.
 - The event generated editorial copy with a potential specialized audience of more than 150,000 print and 300,000 online readers.
 - Resonance was not only felt in Germany, but also in Switzerland and Austria.
 - Through MaCS' insider knowledge, Azanda gained immediate recognition by the editors.

The semiconductor industry operates in an intensely competitive market where it is difficult for new companies to establish a market presence, especially in Europe. Even though Azanda Network Devices was successful in the USA and Asia with a best-of-breed, one-chip telecommunications solution, it was virtually unknown in Europe. But Azanda saw Europe as its next primary market, and wanted to successfully launch on the continent using Germany as a stepping-stone.

To achieve its European goals, Azanda recruited Munich-based Axellence GmbH as a sales partner. In early 2003, the two companies sought the most cost-effective way to spread Azanda's message with the greatest possible penetration into the German electronics industry.

After consultation with MaCS, Azanda realized that a press conference staged by a small company unknown in Europe, could expect minimal resonance within the industry press. Instead, MaCS suggested the two companies opt for a press roundtable. More intimate than a conference, a roundtable brings key media figures together with company representatives to freely exchange and discuss information.



“The MaCS PR team delivered a professional service throughout the entire project. With their assistance, we reached our target audience and — through the excellent material prepared by MaCS — were able to precisely communicate our philosophy and the technical details of our products. We are highly pleased with the results.”

Greg Wolfson
Vice President Marketing
Azanda Network Devices

Overwhelming press response

Azanda depended upon MaCS to organize the entire event, including locating the most suitable venue and preparing all press materials. MaCS used its inside knowledge to invite the 50 most important opinion makers, editors and journalists within the German electronics press. MaCS capitalized on its personal relationships with these journalists and delivered 13 registrations and 10 requests for further information — and this in an industry where a 10 percent media response is considered impressive.

MaCS understands technology

Participants who attended the 90-minute press roundtable, held at the Munich Hilton Park Hotel in May 2003, were keenly involved in in-depth discussions with Greg Wolfson, Vice President of Marketing of Azanda Network Devices, and Bernd Schlueter, Managing Director, Axellence GmbH. One-on-one interviews continued for more than two hours after lunch. Among the press attending were representatives from Elektronik Informationen, Elektronik Journal, and EETIMES.de — three of the most influential media channels within the German electronics industry.

All attending journalists and editors were issued a comprehensive press kit and, in a follow-up action, the press kit was sent with accompanying photographs to an additional 15 journalists. This, plus the roundtable, generated a large number of articles in the electronics industry press. The result was a potential, targeted audience of 150,000 print and more than 300,000 online readers in the three German-speaking European countries.

The results? Azanda Network Devices reached a wide, specialized readership through valuable editorial copy in a highly cost-effective manner. The roundtable delivered more bang for the buck than virtually any other communications vehicle might have offered at a similar budget level.

“I was highly impressed with the press releases and have rarely seen material adapted for the German market to such a high standard,” said Bernd Schlueter, Axellence GmbH, “MaCS’ understanding of Azanda’s technology and target market meant no misunderstandings in relation to the industry press.”

Azanda Network Devices and Axellence GmbH are continuing to pursue their European goals with the full support of MaCS public relations services.

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About MaCS

Founded in 1994, MaCS is a full-service B2B marketing communications and PR agency with extensive experience in the European market. MaCS specializes in lead-generation programs, sales tools, and public relations activities for the high-tech industry. Our clients include global and European IT companies, as well as American companies commencing or developing business in Europe.

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