

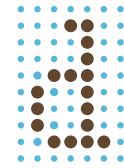


CASE STUDY | dash

shaping
influence
worldwide

Historical Program Overview

dash Carrier Services (dash) engaged JMRConnectConnect in January 2009 to help raise brand awareness for the 1) company, 2) executive team, and 3) its new portfolio of wholesale carrier services.



dash
CARRIERSERVICES

In January 2010, following the acquisition of VIXXI Solutions, JMRConnect was charged with shifting dash’s messaging and propelling it as the industry’s leading emergency services provider.

Challenge

As a company known only for its e911 for VoIP service, dash faced an uphill challenge of educating the industry on the value and reliability of its expanded solutions portfolio. Additionally, following a fairly public shake-up at the executive level, the company needed to solidify the reputation of its team as proven industry experts. Subsequent to its November 2009 acquisition of VIXXI Solutions, it became critical that media outreach eliminate any negative perception regarding financial concerns, and focus on the strength of its purpose built network, of which dash assumed control.

While dash possessed a significant customer footprint, the company needed to engage in a proactive, multi-tiered communications program to rebrand itself among North American influencers.

Solution

Formally engaged as Public Relations Agency of Record in 2009, JMRConnect developed and deployed an aggressive program that would utilize messaging, media and industry analyst relations, as well as with thought leadership.

RESULTS SNAPSHOT: Growth

In addition to reporting **40% revenue growth** in 2009, new positioning enabled dash to successfully compete for tier-1 business, which contributed to its being acquired by Bandwidth.com.



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Results

Together, JMRConnect and dash developed a rich collection of resources in support of a campaign comprised of:

- 1) Strategic Messaging
- 2) Direct Market Outreach
- 3) Aggressive Influencer Relations and
- 4) Thought Leadership

JMRConnect implemented a tactical communications plan that increased brand awareness among key industry influencers, articulated its longstanding position as the industry's premier E911 for VoIP provider, and educated the market with news of its enhanced portfolio of wholesale carrier solutions (pre-VIXXI acquisition).

In conducting the initial perception audit in December 2008, JMRConnect learned that dash was most recognized for its presence at tradeshows. Candidly, more than 75% of individuals interviewed commented on the company's "booth girls." After re-polling a similar sample population in October 2009, JMRConnect was pleased to learn that its efforts successfully shifted the public awareness "perception meter" to more accurately reflect the company's new direction. For more than 2.5 years dash enjoyed a consistent stream of news stories detailing its progress, fiscal growth, new solutions, feature placements, customer testimonials, deployments, vertical market success stories, and regular inclusion in industry roundups. In addition, JMRConnect secured more than 8 speaking opportunities for dash executives over 24 months and placed multiple bylined contributions in trade and vertical outlets.

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- **Industry Media Coverage:** *FierceVoIP, Internet Telephony, 9-1-1, Network World, Phone+, Computer Weekly News, Xchange, VON, TMCNET, TelecomWeb, Telephony World, VoIP Monitor, VoIP Biz News, Communications Technology, Telephony, Billing/OSS*



- **Vertical Media Coverage:** *Emergency Numbers Professional, Emergency Emergency, 9-1-1 magazine, Directions, Mission Critical Communications*
- **Var/Channel Media Coverage:** ChannelVision, Telecom Reseller



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- **Business Media Coverage:** *Denver Business Journal, Smart Business*
- **Thought Leadership:** Published bylined articles including:
 - o *FierceVoIP: "Unbundling the bundle"*
 - o *Emergency Number Professional: "Top 5 Considerations for TRS Providers"*
 - o *Emergency Number Professional: "Interoperability, Political and Technical Issues Facing Nationwide NG 9-1-1"*
 - o Executive commentary on SIP interoperability, migration to NG 9-1-1 in *Communications Technology, NGN – Next Generation Networks, Telephony, and XChange*
- More than **8 speaking opportunities** secured at top industry conferences including ITEXPO, COMPTEL and the Broadband EXPO
- **Other**
 - o JMRConnect developed, designed and coordinated distribution for dash's **eNewsletter**
 - o JMRConnect developed content for an industry Webinar, **secured a senior telecom analyst** as moderator, and managed the process from end-to-end
 - o JMRConnect developed **Customer Case Studies** and testimonials for use in both RFPs and marketing



RESULTS SNAPSHOT: Notable Events

St. Petersburg International
Economic Forum

Institute of Energy
Economics

13th Annual Washington
Energy Policy Conference