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- » Glassdoor - 11 Amazing Four-Star Companies

Channel Buzz

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- » Channel Partners - Verizon, Masergy, Aryaka, Nitel Share Key SD-WAN Sales Tips
- » Channelnomics - Vendor Q&A Series: Keith Hatley, Masergy Communications
- » ChannelBuzz - Global Channel Chief Touts Analytics
- » ChannelVision - Masergy Outpaces Industry Average on Customer Satisfaction
- » ChannellInsider - Masergy Offers Advanced Threat Capabilities



Cloud Communications and Managed Security Company Leverages PR to Dial Up \$1B Valuation

The Company 411

In 2014, Masergy (www.masergy.com) was valued at \$500M and referred to themselves as a leader in managed networking and cloud services, but BridgeView Marketing knew they had a much better story to tell! The company was stuck in a communications melee with competing second-tier competitors. Their messaging was rooted in "tech overload" as they pitched a meshed MPLS network that leverages SIP trunking and a hybrid UC, backed up by an Intelligent Network Analyst (INA) and Intelligent Virtual Analyst (IVA) to improve QoS. Although these are important traits, they are not the drivers that motivate sales.

Challenge: Dial M for Masergy

This company needed a new tone-of-voice to help distinguish them from competition, better communicate brand values, and effectively connect with customers, partners, industry influencers, media and analysts. The tone-of-voice isn't merely a set of words, but a verbal portrait of the culture, features, advantages and benefits—it is as much a part of the brand identity as the web design, logo and colors. Working with Masergy, BridgeView discovered that the company's tone was innovation and its voice needed to echo:

- » Strong customer service as opposed to extensive paperwork and long holding times.
- » Commitment to the success of customers and partners.
- » A culture of honesty and transparency.

Networking Coverage

- ▶▶ *SDxCentral - Masergy Adds More Butter to Bread-and-Butter Go SD-WAN*
- ▶▶ *Light Reading - Masergy Adds App Priorities to SD-WAN*
- ▶▶ *FierceTelecom - CTO of Masergy, on being a change agent*
- ▶▶ *CIO Insight - IT Leaders Network at Gartner ITXPO*
- ▶▶ *eWeek - Mushroom, Masergy Make Moves in SD-WAN Space*
- ▶▶ *Network Computing - 12 Key Networking Mergers of 2016*
- ▶▶ *Telco Transformation - Masergy's Watson: SD-WAN a Noisy Field*

Security Hits

- ▶▶ *CSO - Information security is not Information Technology*
- ▶▶ *CIO - Global action on cybersecurity*
- ▶▶ *Network World- AI makes security systems more flexible*
- ▶▶ *Datanami - Why Machine Learning Is Our Last Hope for Cybersecurity*
- ▶▶ *InformationWeek - Cyberwar Part 1: What IT Can Do To Survive*
- ▶▶ *Dark Reading - State-Sponsored Cybercrime: A Growing Business Threat*

The tech babble was retooled to a modern tone of elastic cloud services that expand with simplified software to modify and adjust communications. Best of all, a message that stated, “without the need for prolonged tech calls and red-tape latent trouble ticket filing.” Masergy was performing better than AT&T or Verizon, and BridgeView needed to let the buyers know.

Results: When Masergy was Pitched, Press Picked Up the Phone

The new messaging clearly conveyed Masergy's new voice and the journalists were receptive to BridgeView Marketing's phone calls. A tactical approach was taken to place news in technical journals to capture the IT mindset, vertical outlets to align the offerings with specific business needs, channel publications to illustrate the revenue potential to resellers, and a focus on business to capture C-Level interest. The results were even better than anticipated. Masergy's key messages are now fully understood by all levels of potential buyers reading their stories and best of all—hundreds and hundreds of backlinks are now driving traffic back to product pages and contact forms.

Achieving press was only a small segment of the story. Masergy's innovations were worthy of many awards and BridgeView specializes in underscoring the best elements to elevate any award submission out of the white noise created by hundreds of submissions and capture judges' attention. Soon, Masergy boasted the most award-winning products and services, achieving multiple accolades—year after year. Most notable award: **Masergy CEO Chris MacFarland Named Ernst & Young Entrepreneur of the Year.**



Unified Communications News

- »» *No Jitter - Masergy to Offer CCaaS*
- »» *CRN - 7 Hot UC and Video Products Debuting At Enterprise Connect 2018*
- »» *Network World - Masergy announces WebRTC-enabled UC solution*
- »» *TMC - Communications Apps Make Workflows Lego-Simple*
- »» *VoIP Review - Masergy Shares What Businesses Should Look for in a UCaaS Solution*
- »» *UCStrategies - Masergy Expands Global Cloud Communications Service*

BridgeView was not the only one to tell a good Masergy story, the company also employed several very articulate individuals who were trained to speak at events such as:

- »» Enterprise Connect
- »» Light Reading's Big Communications Event
- »» Channel Partners Conference & Expo

Net Result: Can You Hear Me Now!

During BridgeView Marketing's five-year engagement, Masergy was transformed from a \$500 million networking company to a global powerhouse of unified business communications. They are now a next-generation leader in customer-focused services that have evolved to meet the industry's changing demands with innovative omni-channel communications and hybrid-cloud performance--all backed by award-winning security protection. [Recognized as a Visionary in Gartner's Magic Quadrant](#) for Network Services, Global--for two consecutive years--and purchased by Berkshire Partners LLC ("Berkshire Partners") with a valuation of approximately \$1 billion!

In the same manner as Masergy has advanced within their industry, BridgeView Marketing has evolved PR. Earned and placed media must strive to include backlinks which drive measurable traffic back to a client's website. PR practitioners must also be well-steeped in technology to write intelligent, but creative content that publications desire to publish for their readers a.k.a your buyers. All endeavors must be tracked with Google Analytics, shared with sales teams and measured to demonstrate KPI adherence.

Contact BridgeView Marketing to find out just how valuable PR can be to your lead generation.

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