

SOAR

Situation Opportunity Action Result

ALLAN LINDEN
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"Allan has proven to be an invaluable asset to the company, and his ability to brand, message and position Kasenna as an innovator in the industry has been remarkable. He is without a doubt the best marketing person I've worked with in the industry."

Doug Hilmes, Executive Vice President of Sales
– Kasenna Inc.

"Working with Allan has been a pleasure. His ability to take our 1 million subscribers benchmark test and blast it worldwide as well as the amount of media and analyst coverage received has been remarkable. Most impressive was his ability to work with a diverse team of partners in helping to organize this large scale global marketing campaign, which pushed Intel and HP to the forefront of IPTV."

Michael Wristley, Director Partner Relations
– Intel Inc.
– Channel partner for Kasenna



- Working with cross-functional teams Globally is challenging, but good and constant communications helps to speed processes and move projects quickly.
- Dealing with big companies adds to complexity of workflow. Make friends to help you cut through the red tape.
- Partners want you to succeed. Find your champion and have them help you meet deadlines and find money.

Branding & Messaging



Situation:

New CEO and VP of Engineering placed by VCs, were given a directive to revive the company's image in the area of VOD (Video on Demand) and Middleware.

Opportunity:

Company had been engaged with 2 key industry partners HP and Intel in a benchmark testing program using HP servers powered by Intel Quad Core chips. The program had been in place for over 1 year and had stalled because of lack of direction and support.

Action:

As part of the brand and messaging plan I developed, we seized the opportunity to engage these 2 mega-giants, Intel and HP, and took the lead in finalizing the "million subscriber benchmark test." This required working with global cross-functional teams in engineering, sales, marketing and public relations. Additionally, it required establishing relations with new global PR agencies to support our program.

Result:

Intel's partner investment to Kasenna was \$275,000, along with dedicated full-time support of HP engineers (4) in Grenoble, France, HP Headquarters. Additional support came from HP and Intel's top management who made themselves available for global media and analyst interviews as well as supplying testimonials to use in Kasenna's PR. Finally, we were granted access to ALL HP tradeshows and allowed booth space flagging Kasenna and its middleware product.

Through my direction and management, a program that was taking over 1 year and faltering, took less than 3 months to complete. Over 110 unique feature stories were written globally, along with 30+ positive analyst reports and over 256 global leads were generated. Total number of media impressions exceeded 1 million with the media split 1/3 print and 2/3 online publications. This campaign pushed Kasenna's brand to the #2 position just behind Microsoft, and pushed their VOD product to the #3 position globally.

GLOBAL BRAND POSITIONING

