

BROADCLOUD COMMUNICATIONS, INC., USES VISIONEDGE MARKETING, INC. METHODOLOGY TO SYNCH UP TEAM AND READY COMPANY FOR LAUNCH.

THE BACKGROUND

BroadCloud Communications, Inc., is the leading provider of wireless Internet transmission services. BroadCloud has developed patented technology over the last 5 years that greatly improves the transmission of Internet content over wireless networks, and is dedicated to bridging the bandwidth gap between wireless and wireline networks in delivering the Internet experience in the mobile wireless environment. The company is marketing a powerful new gateway service to deliver high-performance Internet applications and other content and services over wireless networks. The Company is backed by institutional venture capital funding from TL Ventures, Austin Ventures, Access Venture Partners, and Silicon Valley Bank. BroadCloud is based in Austin, Texas. For more information, visit www.broadcloud.com.

THE SITUATION

BroadCloud Communications, Inc., founded by Ed Acosta, president and CEO, is an Austin-based company that has developed a service that allows mobile professionals access to the full, graphics-rich, data-intensive Internet anytime—virtually anywhere, on the mobile device of choice.

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THE NEED

Today, companies are moving at such a fast pace that oftentimes even near-term strategy development is put on the back burner. BroadCloud Communications recognized early the value that strategy plays in helping shape key tactics. “Time was of the essence,” said Jennifer Manning, director of marketing communications for BroadCloud Communications. “With limited internal resources, we realized we needed an external resource that had sharp people who could work within our very quick time frame.”

The company offers a service platform built upon its patented Wireless Internet ProtocolSM that makes wireless Internet connections up to twice as reliable, up to 10 times faster, and uses up to 75% less bandwidth. With this technology in place, the company believes it can create a dominant position in the emerging wireless Internet marketplace. BroadCloud Communications asked VisionEdge Marketing to work with them to create a positioning framework that would be viable in this space.

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THE PROCESS

“The VisionEdge Marketing initial ‘Accomplish™’ discovery session provided a structured format to get our team in synch,” said Ed Acosta. “Throughout the entire process, VisionEdge Marketing served as an instrumental catalyst to internal discussions that got us thinking differently.”

Included in the positioning process is a validation component that incorporates market analysts familiar with the market space. “The third party validation served as a useful part of the positioning effort by providing a valuable expert perspective, “ explained Manning.

THE DECISION

There are numerous firms working with companies to develop positioning strategy and making a selection is never an easy choice. “We recognized that getting information from team members and securing buy-in across the entire organization were internal challenges that required a well-thought out process,” said Manning. “After reviewing several companies’ proposals, we felt confident that VisionEdge Marketing’s methodology offered the best approach to achieve our goals.”

THE RESULTS

The Results

The work was completed within the required time frame, resulting in positioning the company as an Internet communications company that restores the convenience of the Internet in a mobile wireless environment. The first step was to share the positioning throughout the organization.

"Everyone within the company understands the thinking behind our positioning," said Manning. "We realize some ideas will evolve over time, but now we have an excellent reference point. Using this work to identify competitive and perceptual challenges helped us establish a starting point for our marketing communications plan and supporting collateral materials. It also allows us to bring new members of our team up to speed quickly. As a result of the work, we are tracking to our schedule for the company launch and enthusiastic about the potential to successfully meet our end of year objectives."

The next step is to bring the positioning to life creatively and work is already underway.

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ABOUT VISIONEDGE MARKETING

About VisionEdge Marketing
Headquartered in Austin, Texas, VisionEdge Marketing, Inc., is the leader in metrics-based marketing with an emphasis on moving and keeping clients on the highly desirable short list. The company provides complete strategic marketing services, especially in the areas of branding, positioning, market research and strategy, and product and company rollouts. SmartStart Suite™, a strategically-tactical service bundle, designed to build and maximize valuation, is used by clients to develop positioning, influence purchasing behavior, and drive demand. For more information, visit www.visionedgemarketing.com

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