

Case Study: Subex



Global Brand Building

Subex is a major player in the global telecoms Business & Operations Support Systems (B/OSS) software market. There are over 2,500 fixed and mobile network operators in 188 countries, so the market opportunity is global. Competition between BSS vendors is intense so visibility, brand and reputation are important factors for awareness, consideration and preference.

Subex commissioned Milner to run its global PR campaign because of Milner's sector expertise and proven, strategic approach to brand building. The programme included writing and distributing press releases, writing articles, co-ordinating awards submissions and creating customer video testimonials.

During the last 12 months of the programme, Milner generated £1million of publicity, submitted two successful award entries and created two video testimonials with BT (pictured) and Swisscom.



About Subex

Subex Limited is a leading global provider of Business and Operations Support Systems (B/OSS). The company pioneered the concept of a Revenue Operations Centre (ROC®); a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio includes revenue assurance, fraud management, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement.

Subex's customers include 29 of top 50 operators and 33 of the world's 50 largest telecommunications service providers worldwide. The company has more than 300 installations across 70 countries and is listed on the Indian and London Stock Exchanges.

Subex's Requirement

Following its acquisition of Azure, Subex wanted to increase awareness of its brand and portfolio in support of its revenue growth globally. The requirement was to raise visibility and specifically to promote Subex as a Thought Leader globally.

Subex's marketing and Corporate Communications teams were based in Bangalore but Milner's location in the UK was especially useful since the most influential EMEA and APAC telecoms and B/OSS titles were based in London.

Subex's profile building requirements included writing up the company's thought leadership survey, identifying and pursuing editorial calendar feature opportunities and writing by-lined articles. Developing the opportunity to comment on articles on industry issues and assisting with webinars was also required.

One final requirement was to manage and develop content for industry awards run by the key trade associations and publications.

Milner's Solution

PR – press releases, articles and interviews

Working with the management, sales and product teams at Subex, Milner wrote a PR plan and built a “pipeline” of press releases about customer wins, management hires, new office openings, product launches and exhibition activity. After a year of close working, Milner had developed a process where new press releases were being written at the rate of one per week. By speaking directly to the relevant Subex sales or product managers, or speaking with the end customer, Milner was able to draft complete press releases for approval by Subex with minimal management time. Milner built a global print and on-line distribution list and distributed all releases globally. All press coverage (including articles and interviews) was collected, valued and presented in a monthly summary. The summary report gave details on PR value for each month and cumulatively by geography and source (trade vs news, print vs on-line).

Awards

Direct access to customers, sales people and product managers meant that Milner saw all the externally communicable successes. Through contact with the main trade titles, trade associations and customers Milner built up a calendar of the main industry awards. With input from the relevant experts within Subex, Milner drafted a number of award submissions and Subex won 2 awards- one for “best implementation” and the other in the “best product” category.

Video client testimonials

Working closely with Subex's customers also allowed Milner to arrange and create customer video interviews. Milner filmed and edited the material, added graphics and provided high and low resolution copies for use on the Subex website and elsewhere.



Subex's Benefits

1. Increase in global awareness

The primary requirement was to build Subex's profile with wireless and wireline network operators globally. Profile building is a task that requires constant effort, and the quantitative data from the thought leadership survey showed that Subex awareness increased on previous years. The level of measured industry and news coverage and award wins/shortlisting also increased year on year implying greater industry awareness and reputation.

2. High return on investment

In the last 12 months of the PR programme, the value of the coverage was over £1million, providing high returns on investment. The bespoke client measurement index was created by combining Subex's PR objectives of brand positioning, visual coverage of the logo and senior officers, reference to its products and the financial advertising value equivalents (AVE) method.

3. Saves management time

The process of creating material that will get coverage in the target print and on-line press takes time and judgement. Subex encouraged Milner to talk directly to relevant staff and draft complete press releases and industry award submissions for approval. Milner devised two approval processes (one that required only Subex sign off and one that required the additional sign off of a third party such as a customer). The processes minimised the amount of attention needed by Subex's senior management to approve the content whilst ensuring the strict stock market requirements about disclosure of information were met.

4. Strategic, trusted and regular communication

Milner started work with Subex on its Thought Leadership campaign, later handling the entire global public and media relations. This meant the PR plan and its execution was very strategic from the beginning and Subex could trust that a constant flow of high quality, reputation-enhancing material would be regularly communicated on its behalf.

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“After Subex acquired Azure Solutions, we used Milner Ltd. to work on our Thought Leadership program with significant success.

We subsequently transferred our Public and Media Relations for Europe, Middle East, Africa and Asia to Milner Ltd and they increased our coverage and helped us deliver £1million of PR coverage in a year.

The team who worked on our account was very professional and delivered excellent results.”

Vinod Kumar

COO

Subex Ltd