

Today's Design Wins Drive Future Revenue Streams

By Steve Schuster, CEO

Even during the downturn, OEMs are designing tomorrow's products. If product developers don't know about your technology you cannot possibly hope to be included in their designs.

In 2009, OEMs of electronic products must make design decisions that will be the basis for how they differentiate *their* products and compete in 2010 and beyond. The decisions that they make today in choosing hardware and software components will be what makes or breaks these companies – your customers – when the economy recovers.

Today's marketing investments will determine which businesses survive and thrive.

Despite the drop in shipments of existing products in 2009, companies who make embedded hardware and software components – fundamental enabling technologies – must not let up on marketing efforts that aim to secure new design wins today. Marketing dollars invested in 2009 will produce an ROI when today's design wins result in volume shipments in future quarters. Conversely, companies who go dark and do not engage in marketing during this critical design cycle face the inevitable reality of lost opportunity, lost design wins, and lost future revenue.

There's no question about it, in today's economy, everyone is tempted to and urged to, "hunker down." We look for every possible place to cut operating costs when we feel the pain of slow sales, reduced bookings, dried up pipelines, and re-forecasted revenues. But no business can afford to look only at the short-term. And today's investments in innovative R&D and hard-hitting marketing will determine which businesses survive this recession and live to thrive when the economy comes back to life.

Get your message to design teams now, so they can incorporate your technology into their products of tomorrow.

Design teams consist of groups of engineers, their managers, and technology visionaries that drive product innovation inside OEM companies. *Right now* is when those people are making decisions about the technologies they will choose to bring their innovative ideas to the market. And they can only make those decisions around technologies they are aware of.

Your job, whether you're a big company or a startup, is to do everything possible to make sure that those design and development decision-makers know you exist. Your job is to

make sure they understand how your technology is the thing that is going to make them successful, and will give them a differential advantage when their product comes to market.

You need to get those design wins today. Because today's design win is tomorrow's revenue stream.

Public Relations programs influence market perception and design-team decisions.

You get design wins by what I call "[engineering market perception](#)." This is done through public relations programs that comprehensively influence the market *through* the commercial trade and business media, and *directly* through social media. I cannot emphasize enough that this effort *must be done right*. Engineering perception can only be accomplished through a full PR program that attacks every angle, every medium, and every possible venue for getting messages about your company and your technology in front of those development decision makers. Design wins don't just happen – you have to make them happen.

Design wins provide a return on marketing *and* R&D dollars invested.

Your technology, no matter how great it is, won't be transformed into revenue unless developers know about it so they can choose it for their designs. If they can't choose your solutions, then you will never get a return on your R&D investment, much less on your marketing investment.

Here's the math:

- No marketing equals zero ROI on the money invested in R&D.
- Good marketing means you will achieve a positive ROI on those marketing dollars, and a positive ROI on those R&D dollars.

This is why in the first quarter of 2009, we at Rainier have seen a dramatic increase in the number of companies who are coming to us to implement full-blown public relations programs developed specifically to achieve design wins by targeting design-team audiences. The time to invest in the things that will drive future revenue is now, and the best companies understand that.

[Steve Schuster](#) is CEO of [Rainier Communications](#), a leading U.S. technology-marketing agency that has been the creative force behind hundreds of PR campaigns for a wide variety of high-tech innovations from Fortune 500 to start-up companies. With BSEE and MBA degrees, Schuster served in various management-level roles throughout the high-tech industry. He launched Rainier in 1993 with a vision of providing technology companies with a credible resource for communicating "complex" technologies to the marketplace.

Rainier Communications is headquartered outside of Boston and has a business development office in Kadima, Israel.