



Rainier Paves the Way for Unknown Israeli Company in US Marketplace

► Challenge: Take on Silicon Giants in Hot Information Appliance Market

Connect One is an Israeli fabless semiconductor company and designer of the patented “iChip,” a small but powerful chip specifically designed to connect information appliances directly to the Internet.

When the company first approached Rainier, they were completely unknown in the US. Their goal was to achieve visibility in North America, and to position Connect One’s product alongside the world’s major silicon vendors already scrambling to capitalize on the growing information appliance market.

► Results: “Instant credibility in the US marketplace”

Just one month after Connect One came to Rainier for help, the iChip was launched to a flurry of editors and analysts at the Embedded Systems Conference. Rainier kept the momentum going, generating awareness within the engineering community by specifically targeting horizontal and trade publications such as *Electronic Engineering Times*, *Electronic Design News*, *Circuit Cellar* and *Communication Systems Design*. Additionally, the agency honed in on verticals such as *Instrumentation & Automation News* and *Sensors* to appeal directly to utilities and data collection markets. The results were predictable; engineers were clamoring for this type of solution.

Rainier’s strategic approach and impressive market understanding placed the formerly unknown company prominently on the map within a very short time period. As Connect One VP Alan Singer put it, “Rainier helped us establish instant credibility in the US marketplace.”



“Rainier was incredibly effective in creating buzz for Connect One at a time when we barely even had a product.

They knew exactly how to position the company as a technology leader, and how to successfully pitch us to the media.”

► Alan Singer, VP Sales and Marketing, Connect One



EDN Embedded Systems
PROGRAMMING



EETIMES



Communication
SYSTEMS
design



IAN
Instrumentation & Automation News



CIRCUIT
CELLAR

Analyst relations are integral to Rainier's PR programs



“Connect One’s patent covers a wide range of devices that can benefit from Internet connectivity.

Our research confirms that the market for these kinds of devices, wired and wireless, will explode over the next few years.”

- ▶ **Randy Giusto, Group Vice President & General Manager, Mobility, Computing, and Consumer Markets, IDC**

▶ **Strategy: Target Design Engineers and Key Vertical Market Sectors**

Rainier’s strategy focused on introducing Connect One to design-level engineers and chip manufacturers looking to quickly and cost-effectively incorporate Internet capability into their product designs. It also looked to increase awareness of Connect One in the mobile and communications market sectors.

The agency capitalized on the fact that the iChip offered the industry’s only complete solution – transforming any electronic device or appliance into a full-blown Internet gateway by supporting the standard protocol language of the Internet (TCP/IP), along with a built-in, dial-up modem.

Rainier took an aggressive approach. The agency flooded the market with information, positioning Connect One as the leading provider of Internet-enabling technology solutions, and educating the marketplace about the iChip’s unique solution. By demonstrating the iChip’s usefulness in a wide-range of devices, Rainier quickly created Connect One brand recognition.

▶ **Tactics: Multi-layered Approach for Maximum Results**

Rainier worked with Connect One to develop a clearly articulated strategy for linking business issues to Connect One’s technology expertise and experience. The agency aggressively pursued coverage in horizontal and vertical publications, scheduled key editor and analyst meetings by phone and at top embedded and wireless conferences, strategically placed contributed articles, and pursued key award and speaking opportunities.

In two short years, with minimal budget, Rainier helped generate 20 news releases and over 57 pieces of significant coverage for Connect One, dramatically improving the company’s mindshare among key trade editors/analysts and their readers.

“I am convinced that Connect One has one of the best interconnect solutions available.”

- ▶ **Lou Frenzel, *Electronic Design***

“Connect One is well-positioned to capitalize on the embedded Internet frenzy.”

- ▶ **Lee Goldberg, *ChipCenter.com***

“I will use the iChip in future designs. It has allowed this project to achieve a state of merit.”

- ▶ **Jeff Bachiochi, *Circuit Cellar magazine***