

CENX:

Aligning the value  
proposition with the  
market solution

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## CHANGE YOUR VIEW OF THE NETWORK.

CENX puts all of your important network data into a single pane. Our solution ingests all of an operator's physical and virtual infrastructure data continuously, and transforms it into a comprehensive, trusted, real-time model of network and service topology.

Operators are able to react rapidly to problems and, moreover, to anticipate potential issues, manage performance, and identify new opportunities. CENX fundamentally changes the way service providers view the network.



## About the Client

CENX offers a predictive analytic solution that enables telecom service providers to monitor their network in real time, visible on a single screen. Network operators gain a holistic understanding of network dynamics and patterns, enabling them to pinpoint and prevent faults, optimize capacity, and spot and exploit new opportunities.

# Challenge

Prior to approaching Athorn Clark & Partners, CENX described itself as a “new-generation software company” that provided a “comprehensive service orchestration solution” for the telecom industry. The service assurance space is crowded with established players and, moreover, is seen as an operations function, not a strategic one. To their credit, the CENX leadership realized that they struggled to express, even to themselves, the unique value of CENX’s offering.

At a major MEF conference, booth after booth showcased companies professing similar assurance services and value propositions. CENX was lost amid a sea of competitors. CENX’s messaging was typical of the sector—highly technical and acronym-filled and focused on their software’s capabilities. They knew they had a unique solution but were not clearly defining their significant value to their customers. The company struggled to express what differentiates CENX’s offering in the service assurance sector.



Our new positioning greatly simplifies the task of explaining what makes us stand out from the pack. We used to need two or three meetings with a prospect. Now, customers grasp our value proposition immediately.

Jay McMullan  
*Senior Vice President, Sales and Marketing, CENX*

# Methodology

In 2016, CENX engaged Athorn Clark & Partners (AC&P) to help define their differentiating principles and positioning message, for launch at Mobile World Congress 2017 in Barcelona.

AC&P’s process takes a 360-degree approach that combines desk research, internal interviews, and external viewpoints. The agency interviewed key stakeholders within CENX for an understanding of the market and the challenges of selling CENX’s solution. AC&P also interviewed industry analysts and CENX’s strategic partners in the telecom space for outside perspectives.

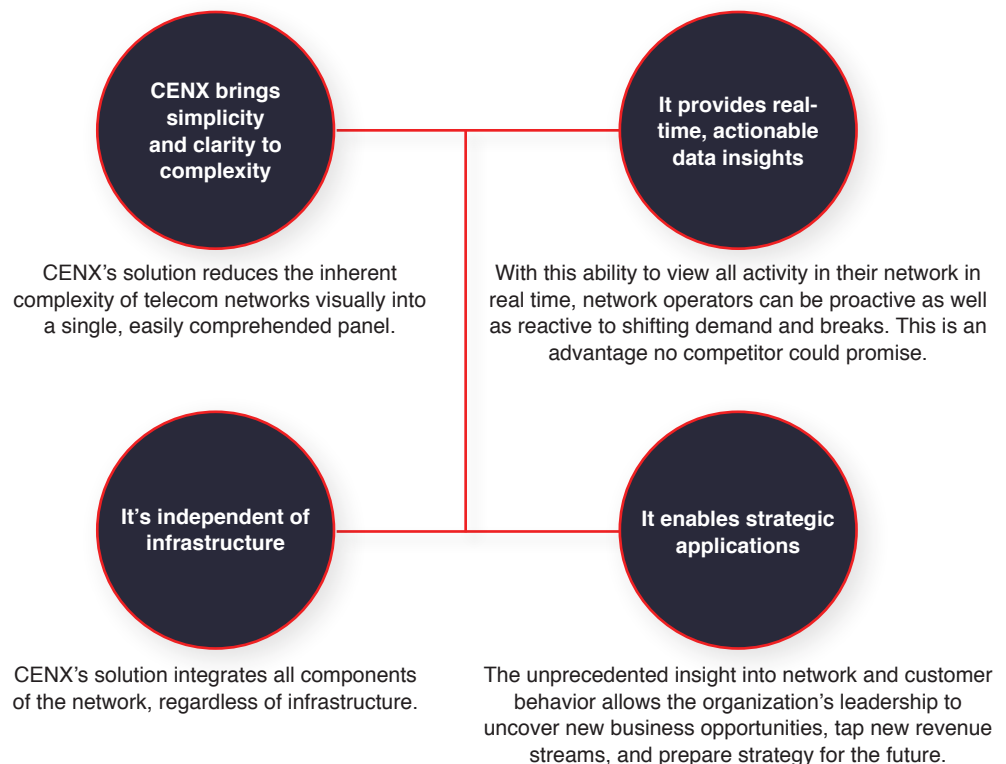
# Campaign Goals

AC&P identified four business goals for CENX's strategic positioning and communications initiative:



# Market Analysis

Telecom today faces a confluence of forces including rapidly evolving technology, rising customer demand, and a changing business environment. Telecom networks have become a hybrid of hardware and software, legacy and cutting-edge technologies. Operators resort to a patchwork of solutions that rarely play well together. In this context, AC&P concluded, CENX has powerful, unrecognized advantages.



# Creative Strategy

Since simplicity and clarity are the key differentiators, AC&P recommended that CENX's messaging reflect those qualities. Communications would avoid jargon and acronyms as much as possible and speak in plain English, and focus on the central benefits rather than technological functions or features. Visuals would follow suit with clean type treatment and a striking and uncluttered design.

AC&P distilled the CENX solution into a bold statement that encompasses both the literal and the conceptual benefits: **Change your view of the network.**

Subsidiary messages point to specific benefits. These included:

**Your network just got simpler**

"CENX lets service providers see even the most complex services in real time, on one comprehensive pane."

**Move as swiftly as your network**

"Millions of events race across the network every second. Stop playing catch-up."

**Scale as the network scales**

"Providers powered by CENX can continuously optimize capacity and identify underperforming services as their network evolves."

**Fix the fault. Seize the opportunity.**

"CENX's solution enables the operator not only to locate and respond to incidents faster; it enables them to spot and exploit potential advantages."

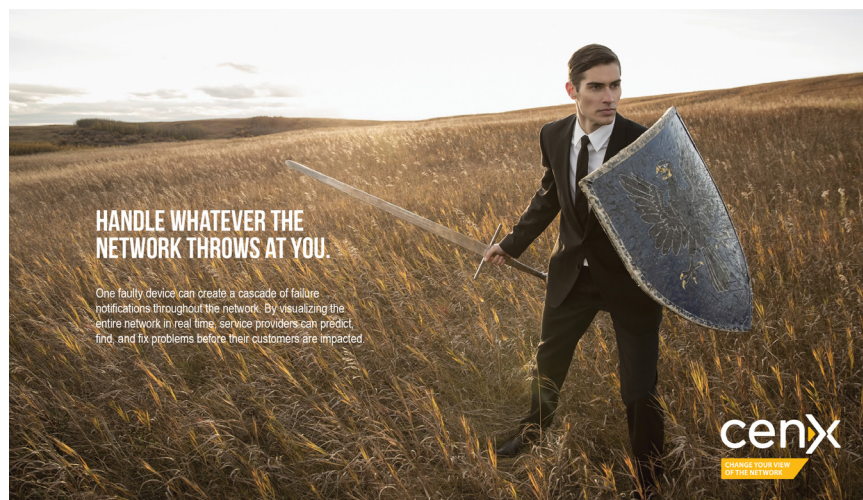
Working closely with the CENX in-house marketing staff, AC&P conducted a thorough assessment and revision of the company's communications. The campaign was rolled out across all of CENX's messaging touchpoints with:

- A thorough website redesign and new content
- Multipurpose signage for conferences and sales meetings
- A Style Guide
- Rewritten and redesigned print and digital collateral
- A new marketing brochure describing the CENX solution through the lens of the new positioning

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Thanks for initiating the engagement with AC&P. They have found a way to simplify our positioning and approach in a way that even an accountant can understand!

Kim Butler  
Chief Financial Officer  
in a memo to Paul McCluskey, VP  
Channels, Marketing & Business  
Development at CENX



# Results

The “CENX changes your view of the network” campaign launched at Mobile World Congress 2017 at Barcelona in February 2017, concurrently with the new website and collateral. Responses from both internal stakeholders and customers were extremely positive.

Feedback from analysts at MWC revealed that the new messaging and look-and-feel were both effective and impressively different from the competition. CENX personnel manning the conference reported a noticeable increase in engagement by booth visitors.

Importantly, the new positioning resonated strongly with the internal CENX team—not only with the business development and executive leadership but, crucially, with the engineers, whose work is integral to the new value proposition.



I love the back-to-basics approach that we are taking. The use of simple, direct, easily understood language, and the decrease of jargon feels far more honest. These are all incredibly powerful steps forward in our marketing strategy.

I was in Ottawa and loved how all of the canvas posters turned out. Great imagery and powerful statements to inspire and generate those critical ‘a-ha, I get it!’ moments.

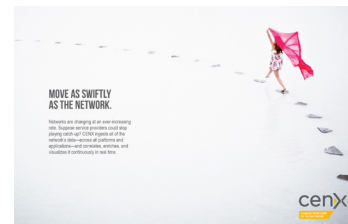
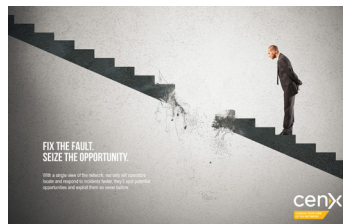
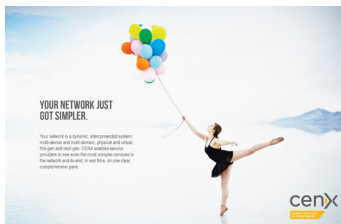
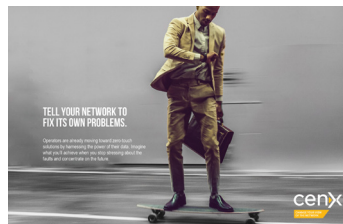
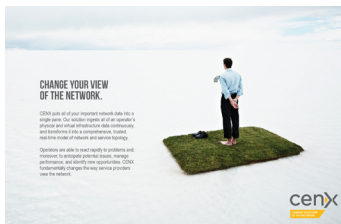
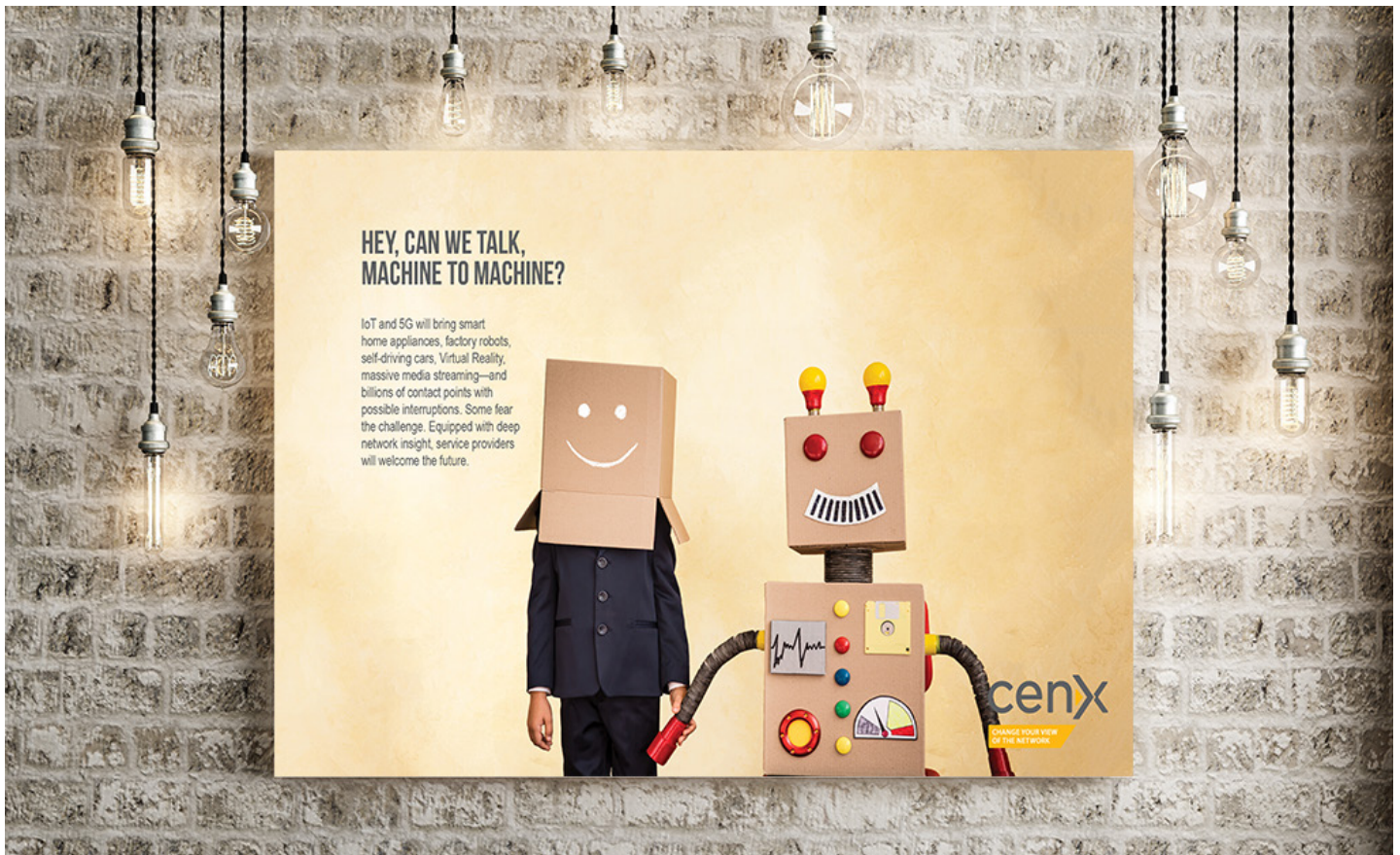
Andrew McDonald  
*Senior Vice President, Core Products, CENX*



# The Program: A sampler

AC&P developed a comprehensive, integrated marketing communications effort that included everything from brand positioning to website, video, event messaging, case study and infographics.





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This is great reinforcement that we are on the right path and that the company is with us on this journey.

AC&P's creative team collaborated very closely with CENX's internal marketing group, integrating the agency's insight with our own team's expertise. Their partnership, hard work and long hours made this monumental shift happen so effectively and in such a short period of time. Well done everyone!

Paul McCluskey  
VP Channels, Marketing and Business Development, CENX