

# ADAPTIV NETWORKS ESTABLISHES UNIQUE VALUE PROPOSITION AND BRAND CREDIBILITY WITH KAIROS PULSE



## Aligning Services with Buyer Needs and More

As a growing company in a crowded SD-WAN marketplace, Adaptiv Networks wanted to differentiate itself by focusing on a targeted niche of small and medium-sized businesses that have distributed site environments such as retailers, healthcare centers, and manufacturing facilities. With a GTM strategy to sell 100% through channels, it also wanted to enable the sales team to recruit new channel partners as part of their growth strategy.

KAIROS Pulse helped Adaptiv Networks align its managed SD-WAN services with target buyer needs, create a unique value proposition, and develop turnkey technology marketing and sales enablement content assets aimed at establishing thought leadership, recruiting new channel partners, and enabling channels to differentiate.

## The Client

Adaptiv Networks, based in Canada, provides software-defined wide-area networks (SD-WANs) for some of the most challenging locations requiring agile cloud connectivity and high availability for business-critical application traffic. It differentiates itself by providing a frictionless, agile, and cost-effective cloud connectivity to businesses; and enabling MSPs to grow exponentially by providing them with turnkey and profitable managed SD-WAN solutions.

Adaptiv Networks serves more than 250 customers, with more than 2,500 connected sites deployed through 30 partners. Adaptiv Networks has been delivering software-defined solutions since 2002.

**In less than six months, Adaptiv Networks successfully established a brand presence and credibility in the targeted market segment, directly supported existing channels that won new business, and recruited several new strategic channel partners.**

## The Need

- Position Adaptiv Networks as a thought leader in the cloud-managed SD-WAN-as-a-service space by creating messaging around their technology and business level best practices.
- Establish Adaptiv Networks' value proposition clearly and create MSP-oriented sales enablement tools for recruitment of new MSPs.
- Demonstrate success of Adaptiv Networks' SD-WAN solutions through real-world MSP as well as enterprise use cases and ROI-driven customer success stories.
- Create a resource library of content to demonstrate Adaptiv Networks' thought leadership and expertise in the SD-WAN market.

“ We are very pleased with our decision to engage KAIROS Pulse as our extended product marketing team. For us to differentiate in a crowded SD-WAN market, it was critical to stay focused on a tightly targeted segment of business customers.

KAIROS understood our solution quickly and aligned our messaging and value proposition with the needs of our business customers and channel partners.

Their deep market knowledge, firm grip on technology, and focus on sales and marketing alignment allowed them to strategize with us and produce compelling sales enablement assets that are helping our business grow.

The quality of their work is great, and it is refreshing to see how they take ownership of their commitments. Their dedication to clients is commendable! ”

- Bernard Breton, CEO, Adaptiv Networks

## The KAIROS Solution and Methodology

KAIROS operated as an extension of Adaptiv Networks' product marketing team during the length of the project. KAIROS conducted workshops with the leadership team to understand key challenges and establish objectives. The team also conducted an extensive market study to analyze competitor solutions, key messages they are conveying, market trends and buyer needs. In addition, KAIROS held in-depth discussions with Adaptiv Networks' team of engineers and product managers to understand their SD-WAN technology, and studied existing content assets, product briefs, etc. extensively.

KAIROS team then brought in its extensive experience in the area of SD-WAN and technology marketing. The team worked with subject matter experts and stakeholders at Adaptiv Networks to create messaging that aligned with target market needs, establish the tone and voice of their brand, and ideate topics for meaningful and compelling visual content.

**KAIROS provided turnkey assets starting from ideation of topics and outlines to final designed collateral for distribution on the website and partner portal. A wide variety of content assets were created, including:**



Battlecards enabling Adaptiv Networks' sales team and channel partners to engage better with targeted enterprise customers.



MSP evaluation guide allowing MSPs to understand the advantages of choosing Adaptiv Networks' SD-WAN solutions over others.



Corporate video and positioning paper highlighting Adaptiv Networks' value proposition to MSPs and businesses uniquely.



Industry-specific white papers highlighting the value Adaptiv Networks' SD-WAN solutions bring to the table for MSPs and businesses in retail, healthcare, manufacturing, and construction verticals.



Infographics explaining the advantages of using Adaptiv Networks' SD-WAN solutions over others.



Customer case study demonstrating the real-world benefits of Adaptiv Networks' SD-WAN solutions.



Blogs positioning Adaptiv Networks as the vendor of choice for vertical-specific SD-WAN best practices.



## The Results

Sales and marketing alignment that drove frictionless business growth and the successful execution of a partner recruitment strategy which more than doubled the number of partners for Adaptiv Networks during the second half of 2019.

# About KAIROS Pulse

**From technology marketing to sales enablement, we help you scale.**

We accelerate growth of B2B technology companies by aligning their strategies with target market needs, excelling sales effectiveness with engaging content and sales tools, and automating sales and marketing operations. We offer a unique combination of market knowledge, technology depth, creative storytelling, and entrepreneurial attitude. We believe that misalignment is the foundation of broken businesses, and we are on a mission to fix this foundational gap. Agile and result-oriented, we will help you move the needle.

## Our Focus

**Telecom and Software are in our DNA. Alignment is at the core of everything we do.**

We have decades of experience working with technology vendors, telecom carriers, "as-a-service" providers, managed service providers, and enterprises.



### Fixed & Wireless Networks

5G, 4G, Private LTE,  
Small-Cells, Wi-Fi, Broadband,  
SDN, SD-WAN, IP Interconnect,  
Enterprise Network Security



### Cloud Communications

Unified Communications, SIP  
Trunking, WebRTC, CPaaS,  
CCaaS, Team Collaboration,  
Digital Engagement, Self-Service  
Bots, VoLTE/ ViLTE



### Software-Driven Automation

IoT, Artificial Intelligence,  
Machine Learning, Industrial  
Automation, Big Data Analytics

**WE HELP B2B TECHNOLOGY COMPANIES ALIGN  
ACCELERATE SCALE THEIR PRODUCT MARKETING  
AND SALES ENABLEMENT**

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