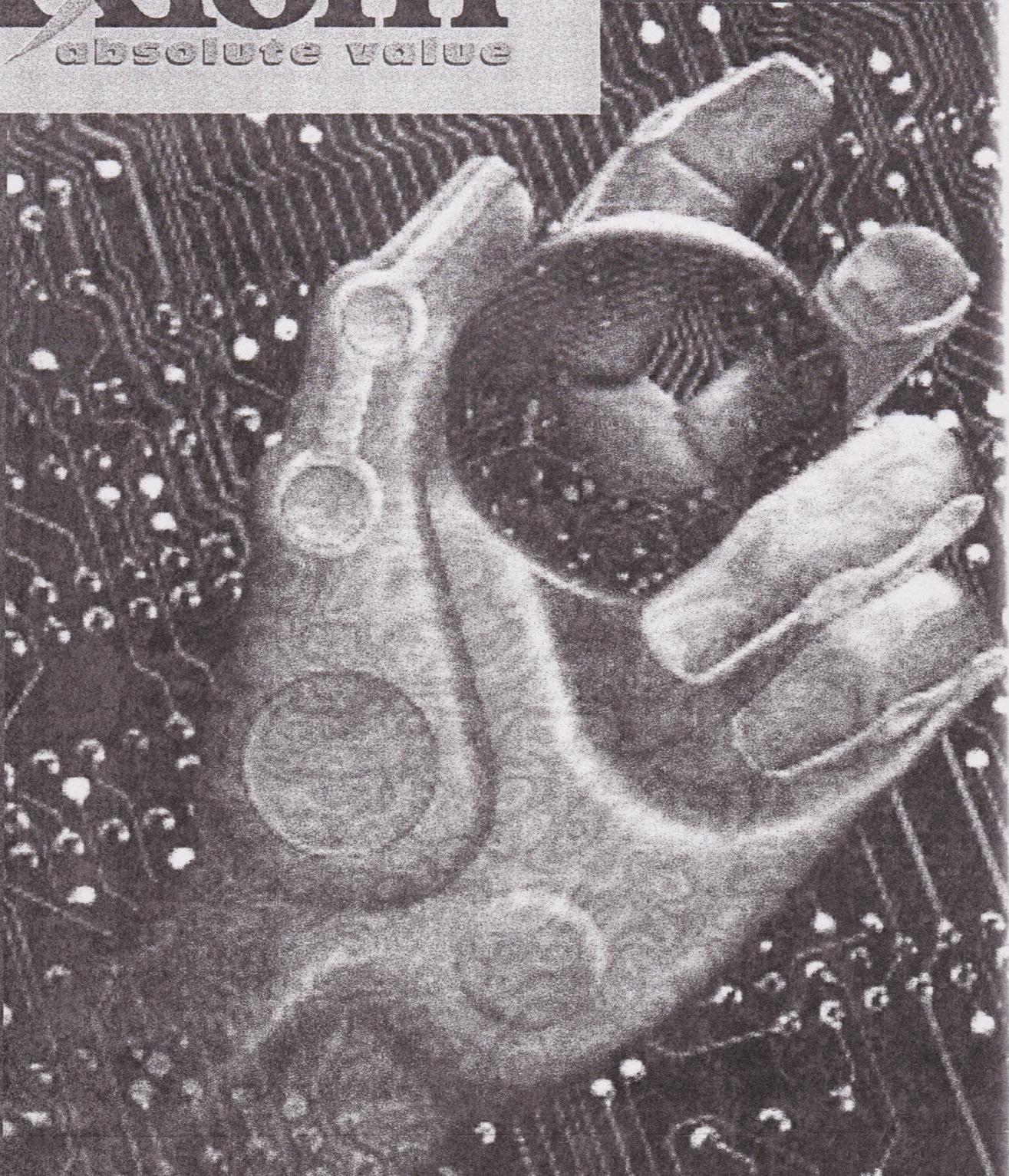


Axiom

absolute value



Turning network data into pure
STERLING.

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Introduction

Austin Lawrence Group is a full service advertising and public relations agency with a demonstrated record of success marketing high-technology products. The agency's current client roster includes global telecommunications companies, software developers and highly sophisticated engineering organizations. The agency creates valuable and unique marketing communications programs that contribute to its clients' strategic position and profitability.

Executives of Axiom and Austin Lawrence Group have already established a solid working relationship. We have previously worked together to complete a successful advertising campaign, corporate tag line and production of collateral – facilitating the pace of client-agency indoctrination for Axiom – meaning that important progress will be made quickly.

Austin Lawrence Group appreciates the opportunity that Axiom has presented. We are excited about Axiom's approach to the billing and fraud prevention business. We believe that it has the potential to carry the firm to greater success in the markets that it serves. A fresh approach to marketing communications and the aggressive promotion of your billing mediation and fraud prevention products will enable you to invest further resources in the development of the next wave of products to increase your lead – setting the stage for wider acceptance of Sterling Series billing mediation solutions.

The marketing communications concepts presented here are meant to spur a creative dialog between the agency and Axiom. The objective is to illustrate how the agency approaches technology marketing and to define a reasonable set of next steps. As the budget for marketing communications is likely to increase in a step-like manner, the elements presented here are designed to fit together to create a strong program.

The next step would be a meeting between Axiom and agency executives to determine the order in which these components will be deployed.

Situation Analysis

Axiom develops, markets and sells – directly and through resellers – powerful technologies that facilitate the deployment of advanced telecommunications services and the collection of all revenues due for the use of these services.

Axiom has the opportunity for reinvigorated growth and profitability if it can establish its billing mediation and fraud prevention technologies as the first choice for operators of wireline and fixed/mobile cellular networks.

Creating preference for the functional characteristics of Sterling and Manifest solutions within the consultant, operator, CLEC, PTT and engineering community will be crucial to the long-term success of Axiom and marketplace acceptance of its products. More than 400 CLECs have been certified in the U.S. (X-Change, June 1998) – while there are obvious duplicates across state boundaries, there are plenty of new regional CLECs forming to take advantage of newly competitive markets.

Axiom must create demand for its products and technology while supporting the revenue-generating products currently available to its customer and prospect base. According to Axiom, its sales cycle approaches 18 months. A carefully scripted introduction of next-generation products is needed to ensure that orders for existing (and immediately available products) continue to flow while demand is created for next-generation technologies.

The company is highly dependent on a few customers for its revenue and viability. During 1997, two U.S. customers accounted for more than 50 percent of all revenues, with one customer, U S West, accounting for 42 percent of revenues. Axiom's dependency on major accounts has increased, creating additional risk for the company. Two of the three major U.S. accounts reduced spending with Axiom from 1996 to 1997.

Axiom has ten sales representatives, with responsibility for all directly-sold accounts – in the U.S. and overseas. The company has reseller arrangements in certain overseas markets, typically with companies that have strong relationships in one country or region. There are no strategic, global resellers of the company's products and services.

The company spends a high proportion of revenues on R&D. This asset must be leveraged as a marketing tool to further differentiate Axiom from its competitors.

Sales momentum has been achieved primarily through interpersonal communications. Share of voice is below what is required to influence technology and marketing executives to rally around Axiom and its billing, fraud management and network management technologies. Only an aggressive and coordinated advertising, public relations and direct marketing campaign will generate the rapid increase in awareness Axiom needs to improve its competitive scenario.

Strength Weakness Opportunity Threat Analysis

Strengths	Weaknesses
30 year history of success in telecom industry. Strong core product line.	Small sales force relative to global ambitions
Publicly-held status makes business story more interesting to top tier media – facilitates public relations process.	1997/8 financial losses limit capital available to support expansion of marketing budgets, territories or product lines. Publicly-held status increases scrutiny – forces co. to quarterly thinking
Large technical staff (more than 100 software engineers) adds to credibility and ability to innovate.	Product line is only part of a total solution to billing and customer care. Limits ability to sell to upper management – buyer is very expert.
Proprietary technologies increase barriers to entry for new competitors.	Axiom brand name is relatively new to the marketplace (name introduced May, 1997).
Large cash position (end 1997) relative to Ace*Comm.	
Opportunities	Threats
Ace*Comm still recovering from recent financial distress. It is spread thin across many lines of business. Likely reductions in capital and marketing spending.	Industry standardization eliminates need for mediation systems.
U.S. market remains relatively untapped by Axiom, and is experiencing growth in number of service providers.	Increasing reliance on a few key customers in the U.S.
CLECs, wireless providers need new solutions to support new services.	Siemens already in contracts with Ace*Comm in Morocco – elsewhere, too?
Alliance(s) with global switch manufacturer(s) or OSS and billing system vendor(s) can aid focus on U.S. while expanding global penetration.	Switch manufacturers provide basic services similar to the Sterling Solution.
Voice over IP market will require new solutions for byte-based billing. New partners, such as router manufacturers, have no experience in billing data mediation.	Smaller customers' proclivity to use service bureaus for billing reduces influence over mediation and billing system choices.
Acquisition of billing or OSS vendor would enable Axiom to provide "one stop shopping" and generate new revenue streams.	

Principal Recommendations

Conduct primary research on the target market and purchasing plans of existing customers. Share internal strategic planning materials with the agency.

For both the agency and Axiom, it would be extremely beneficial to gain customer and prospect insights into future plans for the deployment of billing, fraud and traffic management systems. Secondary research from analysts, such as Gartner Group, that is already in use by Axiom should be shared with the agency. *It is difficult, if not impossible for the agency to make far-reaching strategic business recommendations without this information.* In addition, the integration of this insight will serve as a valuable training and education process, enhancing the long-term value of the client-agency relationship.

Move quickly to attain wider commercial acceptance of Axiom's billing mediation and fraud management systems by immediately launching a proactive direct response-driven advertising, public relations and direct mail campaign. The objective of the program is to increase awareness and demand quickly, while key competitors are reorganizing. We recommend a program that combines cogent advertising that reaches its target efficiently, combined with effective public relations, database marketing and sales collateral. A "product launch" initiative may be very effective if Axiom is releasing a major enhancement over the next three to six months. Axiom could establish a new level of expectation for these systems, raising the bar for its competitors.

Budget five to seven percent of sales for marketing and communications. It is necessary to achieve a share of voice (SOV) greater than share of market in order to grow at your competitors' expense. Without a continued drive for a high level of impact ongoing marketing communications may not return a positive investment. Since the unit-of-sale is relatively large, a small increase in incremental sales will easily justify the incremental investment made by Axiom.

Communicate a unified strategic position for the company, its technologies and products. The intended message should be consistent in all media; mixing messages will confuse buyers. Marketing communications should be single-minded and strategically focused.

Position Mediation a Strategic Initiative. Revenue generation is critical to operators' ability to cross-sell and up-sell. Creating the need for real-time billing mediation by linking it to new revenue opportunities will earn Axiom a place at the decision-makers' tables. Without a strategic imperative, billing mediation becomes a "necessary evil" instead of a competitive advantage.

Allocate the bulk of the marketing communication budget to the geography(ies) with the greatest potential. The agencies media plan allocates 70 percent of the budget to the U.S. market, where we believe Axiom has immediate opportunity and access. The remainder is allocated to large circulation international media that should provide strong support for local sales efforts. In addition, most top telecommunications publications are read by the most active international prospects, as the U.S. market set trends that everyone else follows.

Adopt a much more aggressive approach to product public relations. The Axiom story is newsworthy and needs to be continually exposed to the press. Axiom could significantly increase

the number of citations in influential trade and business press. Furthermore, Axiom executives should be introduced to a wide range of media in order to create a cadre of personalities associated with its technology. **Editors contacted by ALG during the research for this proposal expressed an interest in billing but also indicated that they have not recently been pursued for the story – by Axiom or its competitors!**

Advertising should run at levels sufficient to make a measurable impact on customer behavior. The agency recommends budgeting between four to seven percent of gross sales for year-one activities, and advertising continually in print media (with a heavy-up for the initial launch and for special events and new product introductions). Powerful advertising, placed at impactful levels in targeted media will yield a positive return on investment.

Concentrate spending over a short period of time (relative to the lifespan of the technology) – starting with a powerful year-one plan – followed by continuity in the communications plan. Preceding and following the “launch period,” Axiom must act aggressively to capture the imagination and interest of a target audience that makes decisions slowly. These companies’ long-term commitments are annuities: once they commit to a technology, the selected vendor(s) have years to amortize the cost of capturing the business.

Leverage the customer and prospect base. Centralize, update and maintain a database of managerial and technical contacts at customer and prospect organizations. Communicate with these individuals frequently to ensure that Axiom’s message is retained and propagated through these organizations.

Utilize electronic media to communicate globally. Because Axiom is attempting to reach prospects in developing countries worldwide, it must find the most efficient ways to reach them – at their convenience. Take advantage of the Internet to reach likely prospects – by sponsoring and advertising on relevant web sites. Incorporate e-mail into the direct marketing program by capturing e-mail addresses on-line.

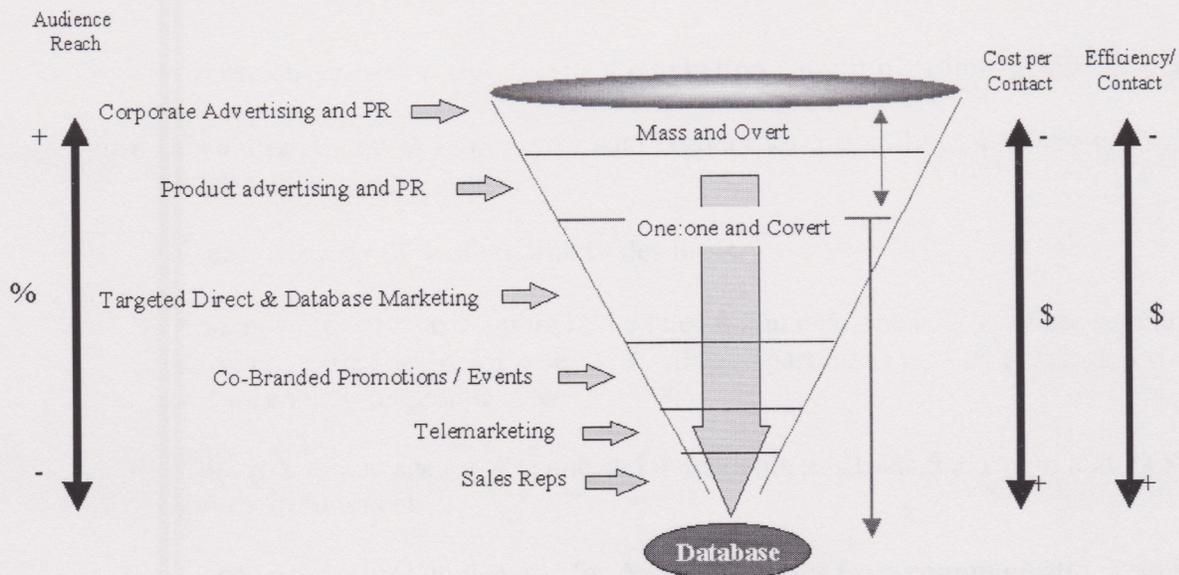
Integrated Marketing Communications

Integrated marketing communications maximizes the effectiveness your effort by presenting a unified message within all activities. For Axiom, there are many benefits in creating a comprehensive, coordinated attack on the communications operator marketplace with an industry-savvy and knowledgeable marketing communications agency.

- ***Message consistency throughout all efforts.*** The agency ensures that all marketing communications, including advertising, public relations, events and promotional materials will carry the right message. This synergy helps reinforce your core message, increase reach, and communicate your benefits in a way that makes the campaign seem bigger than the sum of its parts.
- ***Sophisticated multi-element programs carried out with precision.*** Because the agency supervises the execution of every element, we can ensure quality, consistency and effectiveness of the entire program. ALG executives will be in a position to review the success rate of each element and determine the optimal allocation of resources on an iterative basis.
- ***Reduced management resources aimed at training and coordinating agency work.*** The agency will be responsible for training its personnel in all facets of the program, reducing workload for Axiom executives. The agency will report its activities to, and will take direction from, the Axiom executives responsible for these projects.
- ***Greater impact on your competition.*** As we study Ace*Comm, CGI, EHPT, Comptel and other segment competitors more closely, the agency will be in a unique position to recommend strategies and tactics designed to exploit their weaknesses and thwart counterattacks on all levels.
- ***Maximized return on investment.*** The agency's recommendations deploy appropriate media and Axiom sales resources against the customers most likely to generate a return. The program will create a manageable volume of highly qualified leads. A highly concentrated customer base reduces barriers to enhancing image and reputation – facilitating the process of adding equity to the Axiom brand.

Integrated Marketing Communications

Integrated marketing communications programs align the communications and client resources with the target market creating a continuous contact regimen sensitive to return on investment. Sales representatives are able to focus on most qualified leads when a complete contact strategy is implemented. As prospects elect to contact / are contacted by the company they are “funneled” into deeper and more meaningful interactions.



A stratified marketing communications program aligns resources most efficiently against marketing objectives – maximizing return on investment and accelerating attainment of stated goals.

Communications Objectives

Support the company's strategic priorities:

1. Make Axiom's products and technology portfolio extremely well-known and desirable;
2. Deliver larger numbers of qualified leads to help build order backlog for current products – thereby contributing to R&D and acquisition war chests;
3. Contribute to an improvement in financial condition by increasing sales volumes through a program that provides a traceable and positive return on investment.

To support these objectives, Axiom needs a marketing communications program that will:

- Establish Axiom as a “must evaluate” vendor for new billing, fraud management and traffic management projects;
- Create a steady flow of qualified sales leads;
- Enhance Axiom's positioning in the telecommunications infrastructure segment – making it an attractive joint venture / alliance partner as well as a leading provider within each of its product sets;
- Conceive of and secure valuable and defensible positions for Axiom and its Sterling family of products;
- Create awareness and demand for Axiom solutions from communications equipment manufacturers, PTT's and competitive access providers in all major and developing markets;
- Provide a favorable and identifiable return on investment.

Three Phases of Marketing Communications

The marketing communications program for Axiom is divided into three distinct phases to maximize impact on Axiom's sales, competitive position and return on investment.

Tactical: Capitalize on Billing '98 appearance.

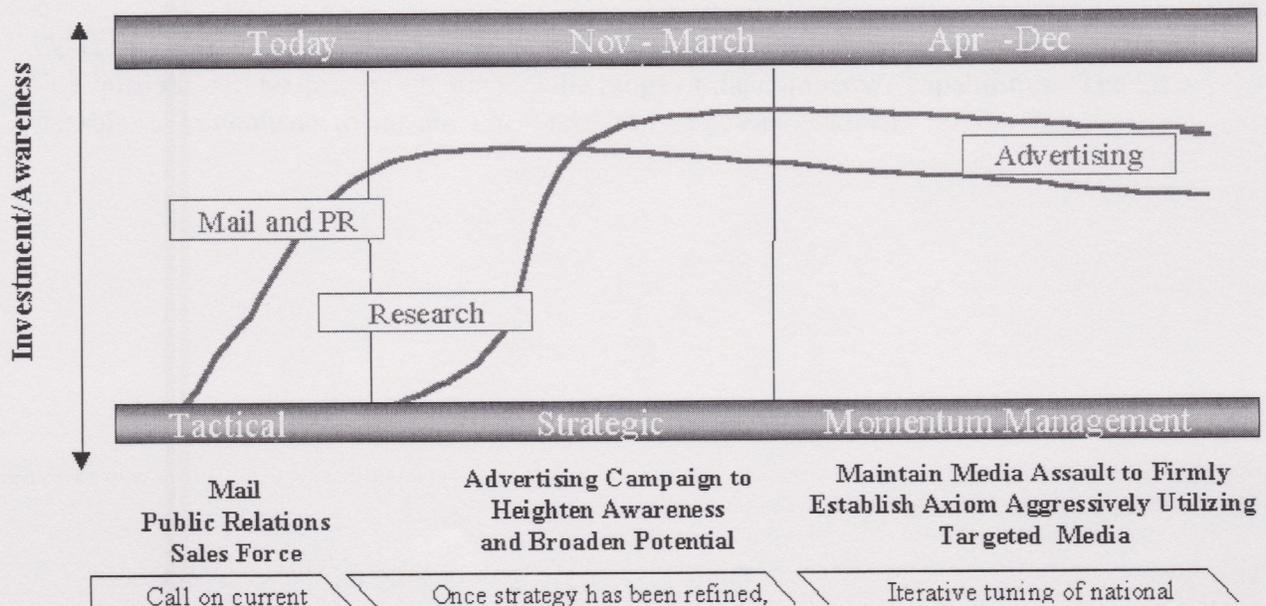
- Direct mail to all 3,500 attendees to generate leads & maximize conference ROI
- Telemarketing to determine interest in billing mediation and fraud management

Strategic: Deploy a results-oriented launch plan; align resources to objectives

- Research to determine marketplace needs and attitudes
- Focus on top selling opportunities – identify strategic alliances
- Revamp contact methodology to maximize sales force effectiveness
- Launch new/updated products into the market
- Advertising, public relations, direct marketing and events

Momentum Management: Follow-through to maximize ROI

- Continuity of mar/com program to ensure continued success



Marketing Communications Plan — Summary

Axiom's Sterling Solution products will be supported with a coordinated Marketing Communications Plan. The plan provides a cost-effective and powerful platform from which to communicate the unique benefits of Axiom's proprietary technologies.

Advertising

A high-impact, global campaign in the top publications serving the industry. The positioning objective will be achieved, awareness will increase, and sales leads will be generated.

Strategically-focused public relations

An intensive effort to increase Axiom's exposure to key client and prospect executives. Public relations will be used to generate extremely valuable editorial exposure in a far-reaching group of trade and general business publications that are of vital interest to Axiom (and would be impossible to afford in a paid advertising budget).

Direct marketing to existing customers and prospects.

A combination of self-mailers, letters, newsletters, technical updates, merchandising of news releases and reprints of articles will keep Axiom's message in front of customers and prospects. A database will be created and maintained to ensure collection, attribution and management of leads.

Exhibition selection and enhancement

The agency will work with Axiom to identify relevant trade shows to participate in, and will devise on-site advertising, promotion and direct marketing follow-up activities to enhance the value of each.

Web site redesign

Enhancements to the existing site to aid in sales lead generation, prospect database development, and improvements to the depth and availability of content are recommended.

Collateral: sales kit and annual report

The sales kit will be designed to display the range of the company's capabilities. The kit will be flexible so that enhancements and new products can be easily added.

Advertising Introduction

The business objective of the campaign is to deliver a controlled message that persuades potential buyers that Axiom's billing mediation, fraud and traffic management solutions are the industry standard for sophisticated operators of telecommunications networks, to create a favorable image for Axiom, and to generate qualified sales leads.

Advertising is the most efficient means to deliver a controlled message to a targeted group of recipients. When the creative unit is properly executed and the media delivers as planned, the effect on market position, revenue and competitors can be staggering. Our plan is designed to competitively position Axiom within the industry, reach the target market efficiently and support the sales force with effective and professional collateral material.

The agency's proprietary positioning model, called Best Available Position™, is used to create a positioning statement that takes into account relevant factors that impact the marketing of a product or service (i.e., factors important to buyers and end users). We develop the positioning strategy by evaluating competitors' services and relative positions, budgets, objectives, and what can be profitably and believably claimed and defended over the long term. BAP enables the agency's creative team to develop communications that effectively leverage the intended positioning and deliver the desired message clearly.

The role of media is to create awareness quickly among all key targets effectively and efficiently. The media plan consists of a variety of trade publications reaching the majority of senior marketing and telecommunications engineers – the very decision-makers Axiom must influence to purchase its products. The agency evaluated all appropriate publications reaching senior executives at telephone operating companies and manufacturers in the United States and key markets worldwide.

The advertising campaign as proposed will support the objective of increasing commercial acceptance of Axiom's products and technologies.

Media Objective and Strategies

Our media objective is to make it virtually impossible for senior engineers and management at telecommunications operators to miss the “re-introduction” of Axiom’s products.

Our media strategy is to increase awareness by running advertising at high frequency between November 1998 and December, 1999. In the agency’s judgment, a heavy-up introduction is needed because Axiom remains a relatively new trade name, there’s active competition, and the intended message is relatively complex. A product launch at introductory levels will stimulate industry excitement surrounding Axiom and the capabilities of its products.

We recommend continuous advertising activity (as opposed to flights) because the market is rapidly expanding and Axiom wants to increase share as quickly as possible. We recommend concentrating ad frequency over the first 11 months (about 10-16 insertions a month), then slowing during the last two months of 1999 before commencing a new flight in 2000.

The medium that delivers Axiom’s message most effectively and efficiently is print. Magazines recommended (detailed plan attached) are trade magazines read by telecommunications engineering management and senior executives at operating companies and manufacturers. Other media, particularly broadcast, are simply too inefficient to selectively reach the target market.

The proposed media strategy is to announce the capabilities of Axiom’s products with a campaign that reaches almost all operators in the telecommunications industry with enough frequency to create brand and product awareness.

The agency’s print media recommends for Axiom include:

<u>Publication</u>	
America’s Network (weekly)	Telecom Asia
Billing World	Telecommunications (Global)
Communications News	Telephone Industry Directory
Electronic Design China	Telephony
Microwaves & RF	Telepress Latino America
Middle East Communications	Teletimes
Phone+	Trade show dailies
RNT	X-Change
tele.com	

A detailed media plan and descriptive information on each publication is included in the appendix.

Public Relations - Maximizing Opportunities

The agency recommends Axiom reallocate the effort in its public relations program. Previously, Axiom was very successful in securing full-page articles by preparing materials for inclusion by publications. Recent efforts have focused on product announcements, which typically yield the least editorial exposure.

Axiom's relationships with significant industry participants will be leveraged by their participation in our press materials. By using a bit of salesmanship and old-fashioned hard work, we will firmly re-establish Axiom as an influential and important participant in telecommunications technologies while setting the stage for continued success with media, clients and prospects.

The program will focus on:

By-line articles. Axiom had good success with its by-lined articles, and ALG recommends restarting this effort immediately. Articles that identify a business trend or highlight an opportunity for enhanced revenues are most likely to be placed in the widest range of media.

Case studies. Getting the customers to tell their stories generates the most interest from the media. By detailing the problems and solutions, case studies provide editors with the material their readers value most: helping them to make solid decisions that can be justified based on the experience of others.

Personal contact. Axiom executives will participate in a program of extensive personal contact with editors of the top 25 or so media that reach telecommunications operators in the U.S. and in select global markets. Editors are much more likely to write about people and companies that they know personally and trust.

Follow up. Key media targets worldwide will be actively pursued to ensure that the Axiom story achieves maximum coverage.

Rationale: Without a significant and consistent effort by the agency and Axiom, providing the best story material possible, the press will easily pass over the Axiom message.

Public Relations - Ongoing Activities

A wide array of public relations techniques will be used to generate continued exposure in the trade and general business press that is of vital interest to Axiom. The more times your company is covered in the press, the more opportunities you have to create a positive image and reduce obstacles to making a sale. The Axiom story will be promoted through an array of activities.

Announcements. The agency will announce appropriate news and activities involving Axiom's technology and products, including new contracts, alliances, products and initiatives.

Editorial Scanning. All relevant editorial calendars will be scanned for future issues that feature coverage relevant to the telecommunications industry that could include Axiom's position in the market as well as its corporate aspirations. Austin Lawrence Group will offer Axiom executives as expert sources to the reporters and editors writing these features.

Feature Development. If publications aren't planning appropriate coverage, we will work with editors to develop features that highlight Axiom technologies.

Site Visits. Editors and reporters from publications and electronic media will visit with Axiom at its facilities, or those of its clients, to aid in the development of feature stories.

Speaking Engagements. We will work with the organizers of appropriate business conferences to secure speaking opportunities for Axiom executives.

Events. We will develop concepts for events that make news. Axiom's activities would seem to be a fertile basis for event/story angles including the opening of new markets, development of new alliances, changes to regulations and a multitude of others.

Corporate Activities. Axiom is newsworthy because of its actions in the marketplace. Its acquisitions, marketing tactics and organizational structures (new personnel) are of interest to the trade and business press.

Press Conferences. Major news announcements will be presented to the press through press conferences or other, less formal events. This activity greatly depends on the nature of the announcement and coverage anticipated. Each will be separately managed and have a standalone budget.

Press release distribution. Press kits, press release(s), background information, case studies and other announcements will be distributed to all relevant media in the U.S., Europe and Asia. The essential elements of the press kit will be distributed over Business Wire and M2 Presswire (U.K. and Europe). While few U.S. media rely upon the wire services, they are used by many free news services on the Internet, such as NewsPage and PointCast, to deliver content to millions of subscribers. As a public company, Axiom also will benefit from the wires' reach to the investing community.

Public Relations - Ongoing Activities Rationale

A proactive public relations campaign will enable Axiom to attain its desired position as the leader in billing, fraud and traffic management technologies.

The media need to be motivated to cover any story, and publicity is sold like anything else. Other telecommunications infrastructure manufacturers, including Ace*Comm, Lucent and others are selling their stories to editors every day. Axiom must implement a proactive publicity campaign to get its fair share (or more) of the editorial coverage currently available to telecommunications infrastructure vendors.

A proactive public relations campaign generates much greater media coverage than would occur "naturally." It offers the opportunity to properly communicate your marketing message within influential publications, with the added credibility of the editorial environment.

Editorial coverage helps you to sell by making a greater impression on the target market by elevating the credibility of Axiom and its products; reducing arbitrary barriers to sales.

Reprints of feature articles are an effective element for targeted direct mail to clients and prospects. Reprints add credibility of editorial endorsement to the sales message, and are an excellent addition to the sales kit.

Editorial coverage and established perceptions are influential in the decision-making process concerning vendor-supplied communications infrastructure.

Public relations is a sound investment in Axiom product offerings.

Handling the Media –Training for Spokespeople

In order to ensure reporters write the best possible stories about Axiom, ALG recommends working with key company spokespeople to refine their media presentation skills and unify their messages. The most effective way to perform these tasks is by simulating a media interview experience — as close to “real life” circumstances as possible.

As an optional service, ALG will create a media interview simulation, videotaped so spokespeople can view their performances. We also counsel participating executives on media techniques and the overall media relations process. This intensive one-day training session delivers the following benefits:

- Develops a greater appreciation of the business of journalism, i.e., deadlines, the process of researching a story, the profile of a typical journalist, pressures exerted on the Axiom story by your competitors (especially in the case of Ace*Comm), different editorial agendas of media and the “ethics” of journalism.
- Sets expectations as to what can and cannot be achieved in a media interview.
- Describes the process of public relations and how public relations works with the media.
- Fine-tunes the spokespeople’s message under “beta test” conditions.
- Communicates awareness that the delivery of the message can be as important as the message itself.
- Trains the spokesperson in the preparation and delivery of key phrases, or “sound bites” and how to work them into the interview situation.

Many clients who complete this course request a follow-up session to continue the development of critical interview management skills.

Media Targets (Examples for Public Relations)

The agency proposes that media covered by public relations include important regional and national business publications, trade media, newspapers, and select electronic outlets.

General and Business Magazines

Barron's
Business Week
Forbes
Fortune
The Economist

Wire Services

Associated Press
United Press International
Reuters

Newspapers

Financial Times
Investor's Business Daily
The Journal of Commerce
The New York Times
The Wall Street Journal

Television/Radio

Bloomberg TV
CNN
CNBC
WBBR-AM (Bloomberg)
WCBS-AM

Plus more...

Trade Publications

America's Network
Billing Systems Review
Billing World
CIO
CFO
Communications Billing Report
Communications International
Communications Systems Design
Communications Week U.S. / foreign eds.
Computerworld U.S. / IDG foreign pubs.
Data Communications
EDN Asia/China
Electronic Business Asia
Electronic Design U.S. / China
Electronics & Comm. Engineering Journal
European Communications
IEEE Communications
Microwave Engineering Europe
Microwaves & RF
Middle East Communications
RF Design
RNT (National Telecomm. Review)
Rural Telecommunications
Sounding Board
tele.com
Telecom Asia
Telecommunications
Telecommunications Report
Telephony
Telepress Latino America
TeleTimes
Trade show dailies
Wireless Business Technology
Wireless Design & Development
Wireless Systems Design
Wireless Week
X-Change

Public Relations Time-Line

Austin Lawrence Group will commence work immediately upon your decision to hire us. We structure the process as follows:

Phase I (Aug. 1 - Sept. 30)

- * Informal audit with you, your staff and the media to learn more about your:
 - Products and services
 - Customers and prospects
 - Marketing processes
 - Buyer profiles
 - Previous marketing communications efforts
 - Recent events - contracts, enhancements, employee news, etc.
- * Develop/update database of editorial contacts.
- * Conduct media training for spokespeople.
- * Communicate to your staff their role in the marketing communications function.
- * Update press kit, including:
 - Company profile
 - Product fact sheets
 - Spokespeople bios
 - Initial press releases
- * Issue first news release and introduce agency to media.
- * Commence editor one-on-one meetings for Axiom executives.
- * Evaluate editorial calendars for upcoming features.

Phase II (Oct. 1 - Dec. 31)

- * Develop list of by-line concepts and case study candidates.
- * Write and distribute by-lines, releases and case studies as approved, according to plan.
- * Follow up existing media relationships.
- * Product announcements.
- * Launch event, if product cycle warrants.
- * Stories start appearing in previously targeted publications.

Phase III (Jan. 1 - Jun. 30)

- * Follow up; place stories with editors.
- * Investigate additional public relations opportunities (e.g., speaking engagements, events)
- * Ongoing client contact and call reports.

Phase IV (Jul. 1 - Dec. 31)

- * Keep doing everything above.
- * Sell, sell, sell!!!

Public Relations Budget

Public relations for Axiom will be accomplished economically and effectively. Austin Lawrence Group's vice president and director of public relations will have primary responsibility for development of the public relations campaign. Additionally, the president of the agency will supervise the start-up, planning and ongoing activities for the account.

We propose a monthly fee arrangement, based on the utilization of approximately 55 - 75 hours of staff time per month. Our billing rates range from \$60 per hour for account coordinators to \$250 for senior executives. Special projects, such as press conferences are billed as unique events, with separate budgets. All project budgets are approved in advance. All time charges will be billed against the monthly fee. If the current month's billable activities exceed the monthly fee, the agency will advise Axiom executives so a decision can be made regarding the allocation of agency resources.

Public Relations Monthly Budget

Account Service	\$9,000	Includes program staffing, management, news release and case study writing, counseling and reporting.
Out of Pocket (estimate)	\$1,500	Includes telephone, postage, on-line research, messengers, press lunches, copies, faxes, local travel, etc
International PR expenses	\$1,500	Translations, wire services, etc.

Optional / Additional Services

Media Training	\$6,000	One-day seminar trains execs in handling media interviews - ensures good results!
By-line article writing	\$2,000	Per article, 1200 words ±
Press events	TBD	Depends on scope of work.
Trade show coverage	\$1,200	Per day, plus travel expenses

Evaluation of the Public Relations Program

We will work with you from the start to establish specific criteria by which you will be able to judge the success of our work. The agency has established criteria that have been successfully used before, or if you would like, we can create a custom method of evaluation to meet your individual needs.

Evaluation of marketing communications results tends to fall into six broad areas:

1. Did we influence targeted attitudes and perceptions?
2. Did our efforts result in hard leads and measurable sales?
3. Are our press materials being used by our target media?
4. Was the coverage accurate, clear and positive?
5. What is the feedback from the marketplace, as well as internally?
6. Are you pleased with the overall service and creativity?

To make sure that your program is running smoothly with the best results possible, we will do the following:

Regular reports specifying work accomplished and work planned so you can look back and plan ahead. These will be written and frequently submitted (monthly, bi-monthly or as requested).

Quarterly Audits will be conducted internally to make sure your program is on track. This provides a warning system to make sure that all work that can be done is done.

Semi-annual Reviews conducted together will analyze what is being accomplished, determine level of satisfaction, restate objectives and make mid-year adjustments to the scope and direction of the program.

Annual Reports will be submitted to you for a complete rundown of agency activity. This can be a written report, a stand-up presentation of the results, or both. At this time, we will also present a new program for the next year. Annual reports and proposals can be scheduled to coincide with your own budget cycles.

Trade Show Attendance and Enhancements

The agency will work with Axiom to identify the trade shows that will provide the highest return on investment. Where show organizers sell attendee lists, the agency recommends a direct mail approach to gauge audience interest in Axiom's offerings in advance of booking space (these mailings also should generate additional qualified leads). *Trade shows under consideration include:*

Billing '99	Jun. 28-30 1999	Dallas	DM to the list of 3,500 attendees may be customized; Libby at TeleStrategies is investigating.
Billing '98	Sep. 29 – Oct. 2	Geneva	More than 500 decision makers; Europe's biggest and most prestigious billing event. Exhibition includes 65 of the leading billing innovators. Billing International, European Communications and Tarifica.
Billing Strategies & Systems	October 14-16	Wash., DC	Bridge the gap between customers and telecom service providers, using enhanced customer care systems to offset churn and promote customer retention. Vendor perspectives, case studies and analysis of trends in customer care. TRI, and KPMG
Telecom Business '98 & IP Telephony '98	Sep. 1-3	NYC	Two of 12 events under one roof at Javits Center
OSS '99	Jan. 25-26 1999	Orlando	Meet OSS vendors – perhaps attend only, no booth?
SuperComm (TIA and USTA are sponsors)	Jun. 6-10 1999	Atlanta	23% of attendees expressed interest in or intent to buy software for Internet applications, while 21% expressed primary interest in or intent to buy software for Internet operations — including billing systems.
TelecomLatina98	Oct. 14-16, 1998	Miami	Central and South America
USTA	Oct. 14-16, 1998	Phila.	Direct target to audience; small show.
World Telecom '99	Oct. 10-17, 1999	Geneva	Might be too big to make an impression.
Wireless '99 (CTIA)	Feb. 8-10, 1999	New Orleans	Only if wireless is to be targeted.
CeBit (Europe)	Mar. 18-24 1999	Hannover	Might be too big to make an impression (more than 7,000 exhibitors).

With so much emphasis placed on a successful appearance at these industry events, it seems a natural time to use on-site promotions to increase the attention paid to Axiom and its announcements. The agency recommends that Axiom:

- Advertise in official and non-official show dailies;
- Use direct mail to evaluate audience interest in its products (and thereby determine relevance of each show, where attendee list availability make this possible) enhance attendance at the booth and to follow-up with attendees to ensure maximum ROI for each event;
- Create booth traffic with a valuable giveaway married to the creative platform of the advertising;
- Advertise in taxis or on-site outdoor billboards to gain additional traffic;
- Sponsor relevant events or registration materials (e.g., name badge lanyards);
- Pursue other promotion opportunities as may be uncovered by further research;
- Join major industry associations in addition to renting booth space – enhancing industry relations (this can be especially important if the association is in the position to make standards or imply standards through its own activities).

Trade shows can be much more than a necessary evil. With a solid promotion plan married to the strategic objectives of the company, a trade show appearance can be a highly valuable part of the marketing communications plan.

The Sales Kit - Packaging Your Message

In a world bombarded with an endless succession of print and TV messages, style impacts on content. Your literature must enhance the offer, act effectively as your initial contact and provide prospects with needed support in all selling phases through the close. As competitors become more active in your segment, the significance of print image will become even more critical.

We recommend that Axiom develop a comprehensive sales kit to increase the effectiveness of the sales force and reduce any barriers to a close. Upon consultation with the sales managers within Axiom, a final design and component list will be created. In anticipation of input from your troops, our recommendation is:

Corporate capabilities brochure. A 12-page, six-color brochure for use in executive calling situations. This brochure will explain the overall mission of Axiom and the types of products it offers. The copy will be presented in three languages to enhance the readability of the brochure for overseas prospects.

Product support kit. A four-color brochure for each major product – ranging from two pages to eight, depending upon product significance and complexity. Where possible, the brochures will feature Axiom’s customers as testimonial case studies. The copy will be presented in three languages to enhance the readability of the brochure for overseas prospects.

Proposal covers. These will support the design of the brochures, and will be compatible with your current or anticipated binding system (Velobind or GBC).

Presentation folder. Die-cut folder with left and right literature pockets, custom “candy-cane” business card slots and design that follows the new literature.

Data Sheets. Individual data sheets will be created for each product, enabling detailed information to be presented in a lower-cost medium. As technological components change, these will be revised. Depending upon the output available at Axiom and its distributors, these may be delivered only as Adobe Portable Document Format files, for output on color laser printers as needed.

All brochures will be made available as PDF files for inclusion in the company’s web site.

Internet Marketing

Axiom has a web site “billboard.” It is essentially an interpretation of the company’s printed materials – with some news content from its IR and PR efforts. The agency believes that there is ample opportunity to add education, interactive and promotion elements to enhance the traffic to the site and the value to Axiom.

The specific elements we propose include:

Site Redesign. The web site is difficult to interpret and navigate. ALG will provide a comprehensive site design that is intuitive to navigate and easily extended as the content is expanded. Graphics will be updated to the look and feel of contemporary high technology sites, while supporting design concepts developed for advertising and collateral (supporting a unifying look and feel for all Axiom marketing communications). A tangential competitor, Beechwood, has a strong web presence that indicates that kind of change ALG recommends (<http://www.beechwood.com/index.html>)

Views from the top. Axiom’s by-line articles from its top executives will communicate to prospects how Axiom views the business issues facing telecom operators and how its core competencies can be of assistance.

Axiomatica – Online. The new marketing newsletter will be available in PDF format to facilitate worldwide distribution.

Multi-lingual support. As so many of the company’s prospective customers are not native English-speakers, ALG recommends that Axiom duplicate its core content for languages likely to be understood in most target nations.

Download area. Axiom will provide downloads of presentations and other relevant files that will help prospects decide if Axiom offers the best solution for them.

Extensive promotion on related Internet sites. The agency has negotiated sponsorship and promotional messages on publication sites where Axiom is an advertiser. The agency recommends additional advertising be budgeted for extensive online promotions – for example, Newspaper offers a section called “Telecommunications -- OSS, Billing & Network Management.” Could there be a more targeted site for our message? -- See appendix for sample page – including recent Axiom announcement.

Direct Mail

With such a small marketplace, creating a solid database of relevant contacts and reaching them with a program of concentrated messages is a sound investment.

Database marketing will contribute to the development of new prospects at target customers and will be fed by other lead generation and qualification activities. Database marketing will provide Axiom's sales force with highly qualified leads, maximizing the use of their time and increasing returns to Axiom immediately.

The agency recommends a targeted and sophisticated program.

1. Database development. A teleservices firm will be used to generate basic profiles on targeted individuals at the top 200 – 250 firms of interest to Axiom. Lists acquired from media in merchandising deals and Internet leads will be combined with existing leads and customer databases to provide a new basis for direct mail. The total number of contacts is expected to be in the range of 7,000 to 10,000 names after including all sources (e.g., base + advertising + qualified Internet leads + teleservices).
2. Letter-writing campaign “from the president” with fax-back response mechanism. These letters will contain reprints of by-line articles and case studies.
3. Self mailers covering core technology and business issues. Fax back forms, as in the letters from the president, will be used to populate the database with qualified leads for the sales force.
4. Distribution of the new collateral in PDF format on CD-ROM to principal technical contacts at each prospect firm.
5. Executive mailer aimed at senior executives at the top 200 - 250 firms, targeting senior business and engineering officers.
6. Product announcements to the relevant recipients at each target firm.
7. A lively newsletter, named Axiomatica, with three issues planned for 1999 (to be written by ALG and Axiom personnel). The newsletter will not be printed; it will be available as an email service, PDF download from the Web site or on CD-ROM. As the database is developed, recipient preference for email or snail-mail will be documented.

Promotion Budgets (15 Months, Sep. 1998 - Dec. 1999)

Production and one-time event estimates will be refined (and detailed in separate estimates) upon approval of the overall plan, and discussion with Axiom executives as to their exact expectations for each element.

Advertising

Print Media	\$ 750,000
Electronic media	60,000
Production (3 ads)	25,000
Production (6 banners)	10,000
Total	845,000

Brochure / Sales Kit Development

Complete kit	105,000
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Research

Purchased reports or Proprietary research	15,000
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Web site Updates

Web site redesign & maint	40,000
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Direct Marketing

List Development	10,000
Production	175,000
Mailing	55,000
Total	230,000

Public Relations

Monthly Fee (\$9k/Month)	135,000
Out-of-pocket Costs	22,500
International OOP	22,500
By-lines/events	25,000
Media Training	6,000
Total	210,000

Annual Report

Cover over 10-K	30,000 – 50,000 (depends on execution)
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Total **\$ 1,475,000**

Austin Lawrence Group is Uniquely Qualified for this Account

Agency executives have extensive and successful experience counseling communications technology firms on the introduction and ongoing marketing of technologies and services similar to those offered by Axiom.

British Telecommunications plc utilizes comprehensive marketing communications programs designed and executed by the agency. ALG conducted proprietary and secondary research, crafted marketing and positioning strategy, developed four ad campaigns targeting technologist and user communities, implemented a high-volume product publicity campaign, researched related markets to define a new benefit for trader telephones, and has contributed directly to BT's growth in the financial technology segment. Success in this area has led BT to assign additional segments to the agency, including European joint venture marketing, Inmarsat satellite communications and U.K. call center services.

InterDigital Communications Corporation successfully launched its TrueLink B-CDMA wireless local loop technology with advertising and strategy created by Austin Lawrence Group. InterDigital also developed a marketing support program for existing products that was tied into an overall campaign designed by ALG.

Track Data Corporation relied upon the agency to create a positioning strategy, advertising campaign, logo and collateral materials that assisted the firm in preserving its margins and segmenting the market for quotation services into high-end and low-end devices. ALG helped Track Data Corporation successfully communicate its advantages to equity traders. The agency continues to serve Track Data, running a successful launch and ongoing direct response advertising campaign in support of a consumer quotation service, **Track OnLine**.

Key Members of the ALG Team

David Hamm, the agency's vice president and advertising director, brings a combination of national brand marketing and advertising experience to Austin Lawrence Group. David is a seasoned executive with more than 10 years experience at Grey Advertising and Bates Worldwide, where he developed and deployed programs for major national consumer accounts, including Mars, Inc., Kraft General Foods. David's director-level client side experience marketing consumer package goods for James River (Dixie Plates & Cups) and Visibility Systems gives him a unique empathy for the needs of agency clients. David manages all phases of ALG's account services.

Jason Kannon, ALG's vice president and director of public relations, directed the public relations surrounding the launch of and ongoing publicity for many Comsat voice, data and video services for a five-year period. He also created successful campaigns for AT&T consumer and business services, Fibronics and Timeplex. At ALG, Jason is responsible for the public relations programs for all of our clients. Jason will head the team for Axiom's public relations efforts.

Ken Lempit, ALG's president, has over 10 years experience in sales, marketing and communications for technology-based products and services. At Citicorp, he was responsible for marketing successes with the first quotation service to offer order routing (StreetSense). At ALG, Ken has directed agency programs for British Telecommunications plc, Citicorp Information Resources, ComStock, Data Exchange, Security APL, Track Data Corporation and others within the technology sector.

John Manning, ALG's senior vice president and creative director, has developed business-to-business advertising campaigns for British Telecommunications plc, Citicorp Information Resources, ESI Securities Company, GE Capital, Market News Corp., Norstar Energy, Ogden Allied Services, Security APL, SNET, and many others. John will develop creative for Axiom's sales brochures, direct marketing pieces, and print advertising.

Conclusion

Axiom has the opportunity for reinvigorated growth if it can successfully focus its sales efforts while creating increased awareness of its proprietary technologies. Competition in the category is heating up, requirements are changing due to the transition to IP telephony and the industry is ready to spend significantly to maximize return on investments in new services.

The agency believes an aggressive coordinated advertising and public relations campaign can create significant interest in Axiom and its products. Further, the campaign will create a favorable image of Axiom and will position it as a strategic leader in telecommunications technology development.

Advertising investment needs to accelerate as early as possible; yet the print ads that Axiom created previously need to be redesigned. The advertising should be continual through late 1999. It is critical that the target market is re-addressed before they decide to buy a competitive system; the urgency is great because the purchase cycle of telecommunications equipment is many years and the commitment is significant once a system has been selected.

Axiom has received limited acknowledgment by media since it ceased providing by-line materials to the press. Austin Lawrence Group has the resources to make sure the trade media works with Axiom and tells the exciting Sterling story. It is absolutely critical that editors know Axiom has real news for the industry!

The plan presented here is the agency's recommendation to put competitors on the defensive while rallying critical support for Axiom's technologies. Austin Lawrence Group and its executives have extensive and successful experience introducing new services in the communications technology segment. The agency has demonstrated its understanding of the key issues facing Axiom and its technology, and has experience that gives Axiom executives a comfort factor with ALG's capabilities.

We appreciate your business.

Appendices

- A. Media Plans, Strategy Summary, Media Descriptions**
- B. TRI research report on billing**
- C. Newspaper category “Telecommunications - OSS, Billing & Network Management**

Appendix B: TRI Research Reports

Wholesale Billing, Provisioning & OSS Interconnect Systems in Telecommunications A Market Survey of Telecom Buyer Requirements in the Age of Carrier Interconnect

Your road map to telecom billing & OSS system opportunities in the New Age of telecom interconnect

Competitive pressures, catalyzed by the Telecom Act of 1996, are forcing telcos to invest in billing and OSS infrastructure problems neglected for years. This trend opens up lucrative opportunities and new challenges for telecom IT professionals, system integrators, billing & provisioning software firms, and computer vendors.

This 373-page report dissects the issues at the heart of this new competitive landscape to deliver up-to-date buying trends and interpretation. The report is based on detailed interviews with 84 executives at major carriers, solution and computer technology firms.

373 pages. Published 1998 by Technology Research Institute. \$4,990.

Wireline Carrier Billing Systems in Telecommunications

(Axiom may wish to hire TRI to repeat this study as this report is two years old).

Based on data collected from detailed telephone and personal interviews with top executives in carrier companies and vendors, Wireline Carrier Billing Systems helps you plan your billing investment strategies, and assists you in positioning your products and services.

Wireline Carrier Billing Systems reveals the aggregate buying plans of 22 major worldwide wireline carriers. These key decision-makers show you how they're spending \$860 million in billing servers and software, outsourcing, consulting, and systems integration services.

Before you invest in sophisticated billing equipment, this report will uncover:

- How much wireline carriers plan to invest across several categories, including billing hardware, software and service;
- Which vendors, system integrators, and hardware suppliers lead the telecom billing market;
- The leading factors driving billing upgrades, technical obstacles, and buyer preferences;
- Which billing approaches are gaining favor among wireline carriers: Make vs. buy ... mainframe vs. Unix ... service bureau vs. in-house billing ... realtime vs. non-realtime;
- The level of expertise and strategic direction of 40 key billing and technology vendors.
- saving you time and money in finding solutions to your billing challenges.

Published September, 1996. 280 pages. \$4,990.

Newspage – OSS, Billing & Network Management

Newspage is one of several sites that offer very targeted audiences for Axiom Internet advertising.

OSS, Billing & Network Management - Microsoft Internet Explorer

File Edit View Go Favorites Help

NEWSEDGE
NewsPage Register now to create your personalized issue!

Home | My NewsPage | Companies | Search | Quotes | General News | Help

ORACLE OPEN WORLD Click here to get \$200 off registration. ORACLE OPEN WORLD

Click here to register for Oracle OpenWorld!

Back to: [Home](#) / [Telecommunications](#) / [I.T. for Telecom](#)

OSS, Billing & Network Management

July 24, 1998 ↻

[Minister Opens -Pound- 2 Million Esat Telecom Network Management Center](#)

Esat Telecom Group plc today announced that the Minister for Public Enterprise, Mary O'Rourke TD, officially opened Esat Telecom's new IR 2 million Network Management Center at Dundrum Business Park in Dublin today.
[Business Wire, 371 words] BASIC

[Axiom Inc. Announces Executive Level Appointment](#)

Andrew Maunder, Chairman, President and CEO of Axiom, Inc. , a leading solutions provider to the telecommunications billing and customer care market, announced the appointment of Mike Moore as Executive Vice President of Sales.

Media Objectives & Strategies

Objectives

- Establish global awareness within Axiom's target market.
- Obtain share-of-voice equal to, or higher, than Axiom's competitors.
- Efficiently reach target markets in the public and private sectors:
- Telecom manufacturers
- PTT providers, especially in developing nations
- Network providers
- Independent telephone companies
- Wireless system operators
- OEM systems engineers and manufacturers
- Consultants serving the telephony market
- CLECs
- RBOCs
- Competitive Access Providers

Strategies

- Use a mix of publications reaching decision makers in Asia, Latin America, Middle East, Europe and North America.
- Schedule ads to provide heavy-up campaign introduction and continuity
- Negotiate value added programs to increase campaign impact.

Summary of value-added programs we will be seeking:

Estimated value for 5-10% of spending

- Business Reply Cards (BRC) for free or below market cost
- Access to subscriber lists for sales force and targeted direct mail
- On-line banners, buttons and hotlinks
- Bonus distribution at trade shows
- Belly-band advertising
- Inserts at below market value
- Premium Position at no cost
- Reduced rates

Recommended magazines - selection rationale:

Billing World

- With a circulation of 35,525, Billing World reaches telephone service carriers, i.e. regional Bells, local services and small and independent carriers (24%), Equipment Vendors (22%), and Cellular Carriers (11%), among others.
- The readership titles include 12% President or CEO and 14.5% VP's
- Published by the producers of the Billing World Annual Conference, so editorial is always concentrated on Billing issues

tele.com

- Total circulation is 61,000, of which over 40,000 subscribers are in the US
- Excellent coverage of network service providers (100% of circulation) including local exchange carriers, PTT, and alternate access providers (39% of circulation) and wireless service providers (12% of circulation.).
- Coverage is primarily (82%) business unit/divisional management.
- Coverage is dominantly in the U.S. (67%), Europe (18%) and Asia/Pacific (10%).
- Coverage in Latin America needs to be supplemented with alternate magazine because circulation there is low (3%).

Telecommunications (Global)

- Circulation totals 85,000 worldwide including North America (70%), Europe (18%), Asia (2.3%) and the Middle East (9.9%)
- High concentration of carrier service providers (30%), consultants (8%) and PTTs (10%)
- Majority of readers are network communications managers (61%)

Telecom Asia

- Circulation for this bilingual pub is over 20,000.
- 60% are in the carrier industry, i.e. PTT, long distance and some cellular
- 32% are in corporate management
- 10% of the circulation goes to Asia and Oceania

Telecom China

- 100% of the circulation is in China, in Chinese
- Circulation is up to 16,000
- 49% of the total readerbase are Network Operators, 39% of which are in PTTs
- 28% are top corporate management, 41% re the systems engineers

Middle East Communications:

- Top regional industry publication with a readership of 10,200
- Serves the telecommunications industry (PTT/communications authorities, network operators & carriers and systems end users) in the rapidly developing Middle East.
- The audience is predominantly in the Middle East (81%) followed by Europe (Turkey and Cypress 10%) and Africa.
- This publication effectively reaches decision makers in the public sector (38%).
- Readership is highest among senior corporate management (21%), technical and advisory (20%), general management (13%) and communications management (15%).
- Editorial content is up-to-date, authoritative articles about telecommunications. The information is skewed toward decision makers and is intended to keep them up to date with the region's rapid telecommunications developments.
- This publication reaches every PTT in the Middle East and North Africa.

Teletimes

- Published by the US Telephone Association and goes out to over 3,800 members
- The majority of readership is made up by local carriers, manufacturers, consultants and other supporting industry companies.
- 13% are Presidents/CEOs, another 13% are managers, and 12% are VP's.

America's Network

- With a circulation of 50,609, America's Network serves the telephone, and wireless telecommunications industries.
- Carriers account for 86% of circulation, including independent telephone companies, Bell companies, wireless operators, interchange carriers, etc.
- Effective reach of consultants (10%).
- 100% penetration of the Top 100 carriers and Top 50 emerging carriers
- Geography is 100% United States.
- Editorial content is focused to top level management and engineers.

Phone+

- Of its 25,000 readers, 56% are Competitive Service Providers (agents, resellers, IPP's, etc.)
- Editorials frequently feature Billing Platforms/Software solutions, many reselling solutions and hardware spotlights.

Telepress Latino America

- Reaches local exchange carriers, long distance and wireless carriers(74%) , manufacturers (12%), corporate networks (9%), and consultants (5%.)
- Audience is primarily managerial (40%) with decision making ability.
- Effective coverage in Latin America (85%) and the Caribbean (15%)
- Distribution to foreign government associations is 14%.

RNT

- Magazine has the highest distribution to the telecommunications industry readers in rapidly developing Brazil.
- Very similar to Telepress Latino America, but distribution is primarily in Brazil. Target market is the telecom, networks and IT markets. Telepress Latino America reaches 4,000 Brazilians, RNT reaches 22,000.

X-Change

- With a subscription base of 24,500, X-Change targets the local carrier market
- 25% are Competitive Local Carriers, 25% are Incumbent Local Carriers and the last quarter are other companies in the local exchange industry

Telephony

- Serves the public network market, primarily engineering and technical operations management in the United States.
- The bulk of distribution (88%) reaches Axiom's target market, including local service providers, wireless providers, consultants., etc.

Phillips Telephone Industry Directory

- A directory containing listings and ads for companies involved in providing telephony products and services. Published once a year. We consider this an authoritative source listing.

Evaluated, but not recommended:

The following publications were evaluated and not selected.

Business Week (National and International editions)

- High impact magazine with circulation over 900,000. However, target circulation is low (15%), making this publication a luxury in Axiom's media plan. Other publications would deliver more efficient coverage of the target market.

EDN Asia/China, Electronic Business Asia, Electronic Design China

- These publications reach Axiom's target market. However, the concentration among Axiom's core target is low in relation to the universe of these publications' readers. These publications tend to have a very broad range of editorial content, only some of which is applicable to telecommunications.

IEEE Communications, Microwave Engineering Europe, Microwaves & RF RF Design, Electronics Communication Engineering Journal, Rural Telecommunications, Wireless Design & Development

- These publications also reach Axiom's target market. However, circulation tends to be relatively low and the magazines listed have high duplicate readership among other publications already recommended. Adding these publications to the media plan would only add frequency to the recommended plan and would be an unnecessary luxury. We believe the recommended plan provides sufficient reach, frequency, and continuity to achieve the media objective in the most efficient and effective manner.

<u>Ranking By Cost-Per -Thousand</u>	<u>Cost</u>	<u>Circulation</u>	<u>CPM</u>
America's Network (Weekly)	\$6,260	50,609	\$123
Billing World	\$5,080	36,525	\$139
Middle East Communications	\$5,320	10,233	\$519
Phone+	\$5,240	25,000	\$209
RNT	\$6,921	22,387	\$309
tele.com	\$8,175	57,795	\$141
Telecom Asia	\$4,155	14,774	\$281
Telecom China	\$4,370	15,587	\$280
Telecommunications (Global)	\$12,685	85,000	\$149
Telephone Industry Directory	\$3,530	16,000	\$220
Telephony	\$8,079	58,000	\$139
Telepress Latino America	\$7,265	20,200	\$359
Teletimes	\$2,084	3,800	\$548
X-Change	\$4,450	24,500	\$181
AVERAGE			\$257