QOSMOS
Your Network is Information

B2B Marketing AWARDS 2012
FINALIST

Category number: 22

Category name: B2B marketer of the year

Name: Erik Larsson

Job title: VP Marketing

Company name: Qosmos

Qed
Deeper Expertise

Nai



Summary



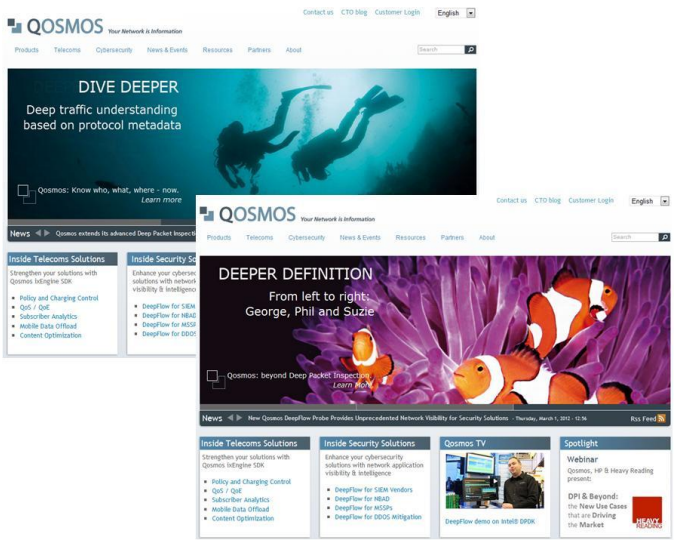
Erik Larsson has been VP Marketing at Qosmos, an innovative technology company serving telecom industry vendors, since 2008. As part of the company's executive team, his responsibilities include branding, strategic marketing, product marketing, marketing communications, and media and analyst relations.

During his tenure at Qosmos, Erik orchestrated a complete makeover of the company's marketing strategy, sales tools and demand generation. He introduced best practices for both traditional and new marketing channels, such as webinars, blogs, social media, WebTV and the formation of alliance organizations to unify and expand the company's ecosystem of customers and partners.

During the qualification period, Erik conceived, launched and managed an ambitious B2B integrated marketing campaign encompassing all core marketing materials, corporate branding and promotion specialties, which resulted in year-over-year increases of 149% in global lead generation, 74% in sales pipeline and the added exposure of industry awards from the likes of Deloitte and Gartner Group.

The campaign, through visual analogy and simple messaging, metaphorically conveys Qosmos' differentiating brand attribute of a very complex technology for instant recognition by a broad, horizontal, target audience. Versions of the campaign's visual metaphor and messaging accompany Qosmos wherever the company appears - electronically, in print and at trade events.

(200 Words)



Deeper Campaign: Website Flash



Deeper Campaign: Computer/Smartphone Screen Background Calendar

Main submission

About the candidate: Erik Larsson

Prior to Qosmos, Erik served as Vice President of Marketing at Comverse, where he led marketing and communications for Netcentrex IP Communications. He joined Comverse through the acquisition of Netcentrex, where he played a significant role in developing the company's image and reputation as a leader in VoIP applications. Previously, Erik successfully managed marketing activities for Web hosting provider Integra, which later became part of Level 3. Erik's experience also includes eight years at Nortel, with senior positions in international product marketing, solutions marketing, and marketing communications.

Erik holds a MBA from Indiana University's Kelley School of Business in the USA and a MS in Engineering Physics from the KTH Royal Institute of Technology in Sweden.

The brand they work for: Qosmos

Qosmos offers a line of Network Intelligence (NI) software and appliances that transform networks into information sources. It does this by providing visibility into communications traffic as it travels over networks, in real time. Qosmos' customers are vendors of other software and hardware solutions who use NI capabilities to build innovative new services and applications for their own customers in the telecom, networking and cybersecurity industries.

Qosmos operates in a narrow and technical market niche with undefined categories and literally had to build its market category. Qosmos competes primarily with in-house development teams within their target industries, who traditionally developed and supported their own traffic inspection capabilities for their solutions.



Deeper Campaign: Banner Ad during Qosmos appearance on TelecomTV

Significant career achievements

In 2010, recognizing that a strong ecosystem of complementary technology partners would further the success of Qosmos' new market category of Network Intelligence, Erik conceived and drove creation of the Network Intelligence Alliance, an industry organization to facilitate the understanding and use of NI. The NI Alliance consists of vendors for communication network platforms, applications and other network infrastructure and provides a channel for members to collaborate, optimize technology integration, create higher value for joint customers, and ensure efficient deployment of new, innovative solutions.



NI Alliance Website at www.nialliance.org

In 2009, Erik conceived and created the Qosmos Expert Developers (QED) program to facilitate the development of applications based on Qosmos technology. A network of QEDs serves as an extension of Qosmos' in-house resources to make it easier for vendors to embed Qosmos technology into new solutions.

During his tenure at Netcentrex, Erik effectively shaped a new market category called "VoIP Application Servers". He combined marketing initiatives with an effective analyst relations program and cooperation with key competitors like BroadSoft, Sylantro, and CirPack to establish a category valued at $200 million annually at its peak in 2006.

Previsouly in his career, as managing partner of a marketing consultancy, Erik was voted "Best Professor" by students at the ESG Paris Graduate School of Management.

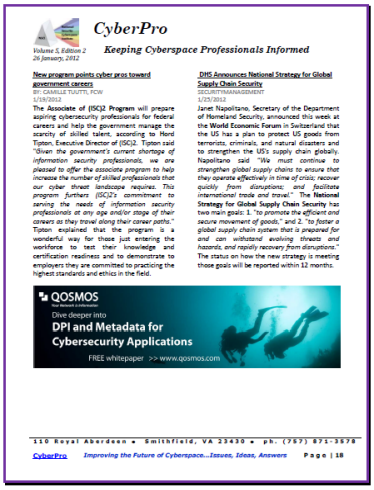
Achievements in the last 12 months

Erik's major marketing achievements during the qualification period can be tied directly to the rollout of Qosmos' "Deeper" B2B integrated marketing campaign.

The campaign's objective was to simplify understanding of the Qosmos offering and differentiate it from legacy technologies as well as the idea that such product features needed to be developed in-house.

Since Qosmos goes beyond more traditional technologies by going much deeper into network traffic to find information of interest that otherwise could not be found, the concept of depth became an overarching theme for the campaign. Deep ocean images were chosen to metaphorically depict not only the volume of this information that could be explored, but the precision with which Qosmos technology could mine it. Diving deeper into this ocean to achieve a purpose is what Qosmos technology enables. The simple associations of ocean and deeper convey Qosmos' essential and differentiating brand attribute instantly.

To vendors struggling to enable solutions with deeper traffic visibility, this instant recognition of the brand attribute offers to solve significant business obstacles, supporting Qosmos' strategy to "create its category."



Print Advertising



Product Data Sheet

The campaign generated Y/Y increases of:

- 149% in total lead generation
- 74% in total sales pipeline
- 50% in unique web visitors
- 225% membership of the NI Alliance
- From 0 to 10 QED partners
- Awards: Deloitte Technology Fast500 EMEA 2011, Qosmos Named "Cool Vendor" in 2012 by Leading Analyst Firm Gartner Group

Creative or original thinking in tackling marketing challenges

Erik's concept for the "Deeper" campaign solved Qosmos' toughest challenge across marketing activities: finding a way for vendors to recognize *instantly* what Qosmos technology can do for them. Previously, only a handful of industry analysts and vendors' most technical staffs could understand the significance of what Qosmos offers. Now, vendors' senior management teams and industry media at all levels of technical expertise see the value *instantly.*

Contribution to the wider marketing or business community

Erik's role as the mastermind, driving force and now Executive Director of the NI Alliance expands market opportunities for all of the Alliance's member companies--through joint events and collaborative activities that educate the market, generate business, and accelerate smooth delivery of new solutions.

Impact on other personnel within the organisation

All of Qosmos' senior executives are thought leaders, fluent in multiple languages and experienced industry educators. As VP Marketing, Erik is the educator on branding, value proposition, marketing tools, product roll outs, etc.



Deeper Campaign: Event Exhibits



Deeper Campaign: Pull-Up Posters

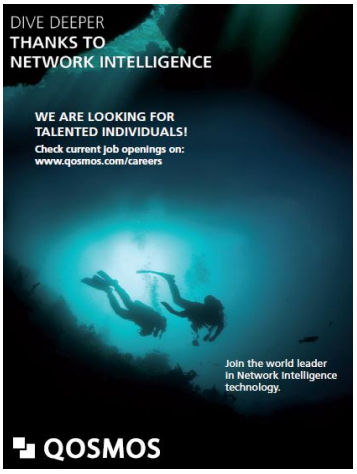
Client testimonials

Thibaut Bechetoille, Qosmos CEO:
“Erik has shown deep, strategic thinking in his role as Marketing VP, contributing to both the success of the company as well as the building-up of Network Intelligence technology as a new product category. Much of our success is attributable to him and his team.”

Madeleine Renouard, Qosmos Marketing Manager:
“Erik’s been a tremendous role model and mentor for me, and I feel honored to work with him. Our work on the ‘Deeper’ campaign has been some of the most rewarding in my career, and it is satisfying to be a part of the program that has driven so much of the company’s success.



Deeper Campaign: Hanging Posters at Qosmos Facilities, Customers’ Facilities and Events



Recruitment Posters at Engineering Schools

(976 words)

Submission ends