

CASE STUDY: Challenger Branding

Communications Supply Corporation

Challenge:

Communications Supply Corporation (CSC) was an upstart voice-data-video distributor. The game plan was to acquire like-minded, entrepreneurial V-D-V distributorships around the country, then back them with scalable regional warehousing for cost advantage. This left one giant set of marketing challenges, including the need to establish a unifying brand identity and craft an altogether new set of internal and external communications for an enterprise looking to grow very fast.

Integrated Marketing Communications:

The marketing communications strategy was to define and articulate a portfolio of services unique to their industry through an image campaign that would stand out and establish the company's brand identity. Strategies included branch-based online microsites and local email campaigns that were, at the time, innovative in their use of the internet. We supported CSC's rapid growth from three locations to over thirty locations in three years.

Results achieved:

As a result, the founding partners realized an exponential **increase in market share to become the largest independently-owned distributor** in the industry. CSC was then purchased by Westco and this once upstart company is today a giant in the supply of voice-data-video cabling and components.

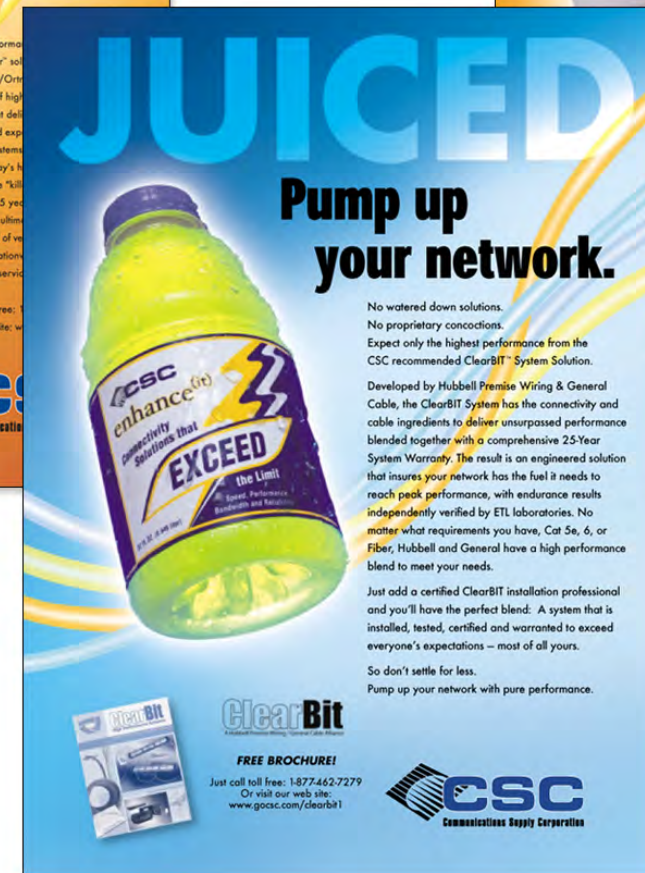


SPICE
Add zip to your network.

For hot performance, the NetClear™ solution from Berk-Tek/Ortronics is a family of high performance solutions that deliver capacity and expand your network. NetClear systems support today's high speed networks as well as those "kill corner" for 25 years delivers this ultimate unique blend of performance, expertise, national support and customized service.

Just call toll free: 1-877-462-7279
Or visit our web site: www.gocsc.com

NET CLEAR
A BERK-TEK / ORTRONICS SOLUTION



JUICED
Pump up your network.

No watered down solutions. No proprietary concoctions. Expect only the highest performance from the CSC recommended ClearBIT™ System Solution.

Developed by Hubbell Premise Wiring & General Cable, the ClearBIT System has the connectivity and cable ingredients to deliver unsurpassed performance blended together with a comprehensive 25-Year System Warranty. The result is an engineered solution that insures your network has the fuel it needs to reach peak performance, with endurance results independently verified by ETL laboratories. No matter what requirements you have, Cat 5e, 6, or Fiber, Hubbell and General have a high performance blend to meet your needs.

Just add a certified ClearBIT installation professional and you'll have the perfect blend: A system that is installed, tested, certified and warranted to exceed everyone's expectations – most of all yours.

So don't settle for less. Pump up your network with pure performance.

ClearBit
FREE BROCHURE!
Just call toll free: 1-877-462-7279
Or visit our web site: www.gocsc.com/clearbit1

CSC
Communications Supply Corporation



JAZZED
Boost your network.

XGLAN
AUTHENTIC 10 Gb/s

For perked up network performance, CSC recommends XGLAN™ Structured Cabling solutions from NetClear™. The XGLAN series features authentic 10 Gigabit systems fully backed by our enhance™ quality assurance program and guaranteed to increase the performance of your network.

XGLAN is a family of fiber and copper cabling solutions designed to support the complex requirements of 10 Gigabit networks. Featuring a variety of highly advanced cables from Berk-Tek and components from Ortronics, XGLAN solutions support 10 Gigabit networks from 100 meters over copper cabling to a full 600 meters over multimode fiber.

For more information about the NetClear XGLAN solution, visit www.gocsc.com/netclear1 or call toll free: 1-877-462-7279

ORTRONICS

CSC
Communications Supply Corporation