

INTEROP

Exhibitor	DiVitas Networks
Exhibitor Description	DiVitas Networks mobilizes enterprise applications such as voicemail, IM, presence, email, PBX phone functions, CRM etc. over any network (enterprise- and public-WiFi and cellular). The DiVitas MMC solution consists of a Mobile Convergence Appliance™ (MCA) deployed inside the enterprise and a Mobile Convergence Client™ (MCC) embedded in popular handsets. The DiVitas MMC solution is mobile-network-, handset-, operating system-, carrier- and PBX- agnostic, creating a total mobile communications experience that remains under the complete control of the enterprise.
Exhibitor Need	With limited event marketing dollars, DiVitas was looking for a way to increase brand awareness; secure opportunities to talk with potential partners; generate leads; catch up with the press; obtain media coverage and educate the marketplace about mobile-to-mobile convergence (MMC).
Solution	<p>As a first time exhibitor at Interop, DiVitas's integrated marketing approach was to take advantage of both the broad and targeted programs the event offers.</p> <p>DiVitas was one of 23 companies that participated in InteropNet, a collaboration with hand selected, innovative vendors and volunteers, who come together to create a state-of-the-art interactive lab environment. DiVitas showcased their MMC solution (consisting of a Mobile Convergence Appliance™ (MCA) deployed inside the enterprise and a Mobile Convergence Client™ (MCC) embedded in popular handsets.in the InteropNet and demonstrated how it works together with other key technologies. A 10x20 booth space located in close proximity to InteropNet was used as a meeting area for attendees, partners and pressinterested in learning more about their products.</p> <p>DiVitas also took advantage of the large number of key press and analysts who attend Interop to learn about the latest products and solutions in the business technology market. DiVitas made three different announcements during Interop and secured meetings with press while at the event.</p>
Results	<p>Participating in the InteropNet provided DiVitas an avenue to demonstrate their MMC solution live in front of a large contingency of press, current and potential partners and their target market of senior level IT executives in enterprises and SMBs. Being a provider of InteropNet offered DiVitas invaluable marketing benefits as well as the opportunity to be promoted as a leading technology company.</p> <p>A key win for DiVitas was developing a partnership with a major player in the mobility space who they have been trying to work with for some time. The new partner was able to see DiVitas' products up close and was impressed with their MMC solution. DiVitas was also able to generate a significant amount of leads through InteropNet tours that were open to all Interop attendees.</p> <p>Overall they generated over 100 leads at their booth location.</p> <p>Positive feedback was received from their announcements. Press highlights included articles in Infoworld.com, Informationweek.com and Networkworld.com.</p>

“Participating in InteropNet was great for us. Not only did we have an opportunity to work with and learn from other network professionals, but we were able to demonstrate our product, develop new partnerships and increase the awareness of our MMC solution.”

—Jenni Adair, PR Director, DiVitas Networks