

Curata's news and social media portal establishes Airvana as a femtocell industry leader

The Situation

When you're targeting a small set of potential customers and your competitors have already established themselves online, you need to find a way to stand apart. That was the situation facing Airvana, which provides technology and products that enable network operators to deliver compelling broadband services to mobile subscribers. The company, founded in 2000, wanted to attract a loyal audience by offering valuable content.

The Challenge

"It's hard to rise above the noise using standard channels. Whether you exhibit at a trade show, speak at a conference, or publish an article in a magazine, those routes are costly and you end up competing against other companies that are offered the same deal," explains Joshua Adelson, Director of Product Marketing at Airvana.

While Adelson and his product management team were developing a fair amount of content in-house, their library of content was not refreshed that often. Though the team considered starting a blog, it struggled with how to draw in a consistent stream of interested readers. "We knew we had to provide valuable content to get people interested in our blog," continues Adelson.

The Solution

Upon hearing about Curata, Adelson looked into the content-curation solution. "It didn't take long to see that the Curata solution provides a simple, cost-effective way for us to quickly achieve our objective of creating a niche destination site," explains Adelson.

With Curata, Airvana was able to create an industry-specific news site – the Femto Hub – that is hard to duplicate. And it was able to do so for far less cost and effort than via other options. "We didn't have the time to create this on our own. We talked to companies that offered us teams of editors to develop a site, which would have cost significantly more than the HiveFire solution. Plus, it would have still required significant effort to maintain," explains Adelson.

Because Curata is intuitive to use, Adelson and his small team can easily and continuously populate and curate the site with up-to-date content. "Curata allows you to create a self-updating news portal using intelligent search and filtering technologies. We set up our search terms and the intelligent search capability finds relevant articles. Moreover, it's easy to customize the look of the site without any HTML expertise," continues Adelson.

The Results

Establishing a robust information hub

Designed to be the "center for femtocell news," the Femto Hub provides visitors with an easy-to-use portal that delivers information in a variety of ways. News and information on the site is categorized under topics, and visitors can easily sort on categories to find information of interest. The Femto Hub includes its own blog, where Airvana's employees share their views on the industry. Content on the

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—Josh Adelson, Director of Product Marketing, Airvana

Airvana

At-a-Glance

Company

Airvana
www.airvana.com

Challenge

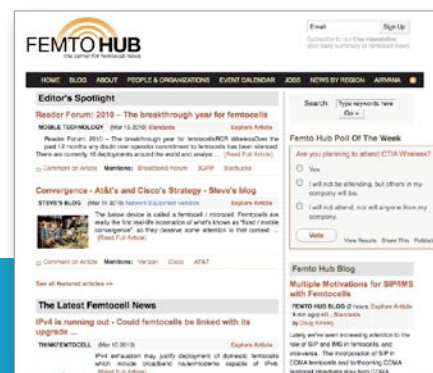
Establish company as a brand leader in an emerging market

Solution

Used HiveFire to create a niche destination site around the topic of femtocells: www.femtohub.com

Benefits

- Quickly built up significant online following
- Connect with potential customers on a daily basis
- Gained industry recognition and awards
- Improved SEO natural search results related to long-tail femtocell industry terms
- Integration with LinkedIn Groups and Twitter feeds for broader visibility industry terms



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The Results *continued*

site is tagged and fully searchable, and visitors can also sign up for a daily email newsletter or subscribe to the site's RSS feed. Visitors who choose to become more actively involved in the Femto Hub can register at the site and participate in threaded discussions about the news of the day.

According to Adelson, "While Curata enables us to easily aggregate, prioritize, and present information from many sources, it also provides a foundation for us to build upon. Now we surround this content with polls, YouTube videos, and event calendars, which further elevates the value of the site."

Gaining industry recognition

Airvana's ultimate goal was to gain mindshare and respect, and its destination site has allowed it to do just that. The Femto Hub has quickly become a go-to site within the industry. "Not only are we able to interact with prospects and customers via comments they leave on our site and polls we conduct, we hear positive feedback from those throughout the industry, including our competitors," continues Adelson.

Partnering for success

In addition to empowering Airvana to grow industry mindshare, HiveFire has become a valued partner. "The HiveFire team is extremely responsive to our requests for product enhancements. That level of partnership will serve us well as we continue to evolve the Femto Hub," concludes Adelson.

CASE STUDY

About Airvana

Airvana helps operators transform the mobile experience for users world-wide. The company's high-performance technology and products, from comprehensive femtocell solutions to core mobile network infrastructure, enable operators to deliver compelling and consistent broadband services to mobile subscribers, wherever they are. Airvana's products are deployed in 70 commercial networks on all six continents. The company is headquartered in Chelmsford, Mass., USA, with offices worldwide. For more information, please visit www.getcurata.net.

About Curata from HiveFire, Inc.

HiveFire, launched by a team of MIT engineers, enables companies to automate the organization and the curation of relevant industry content for internet marketing and social media marketing. HiveFire specializes in leveraging advanced technology to provide powerful means of managing information for corporate marketing executives. HiveFire engineers and scientists work with machine learning, natural language processing, and information retrieval. HiveFire's team consists of engineers and researchers with experience from MIT, Google, Microsoft, Veritas, NetApp, Sun, Compete and other search-related technology companies. For more information, please visit www.getcurata.com. To learn more about content curation, visit www.contentcurationmarketing.com.



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