

Case in Point: A Company Launch at Warp Speed

Micas Networks: The Fast Track to Successfully Entering an Established, Crowded Market

Poised to disrupt data center networking with its lineup of open networking solutions, [Micas Networks](#) was previously known as Ragile Networks. When an investment firm secured Ragile's assets, IP and employees to create a new company, Micas needed to launch as an entirely new brand.



Micas enlisted Lages to create a finely tuned PR campaign to support the company's launch at OCP. Maximizing trade show ROI requires a strategic approach to PR and marketing efforts. The campaign would roll out in advance of OCP to build the awareness necessary to create anticipation, generate buzz and enable engagement. The countdown was on. With OCP looming – mere weeks away – time was of the essence.

The Program

Challenge accepted. The Lages team leveraged years of experience in the networking space and activating proven processes to get the company and product launch wheels in motion. Collaboration was the name of the game, and a true team effort underscored each activity.

First things first – positioning and messaging

Seeking to disrupt traditional networking through open source software, Micas was out to challenge long-held views and opinions. Lages knew the importance of establishing credibility – and set out to ensure that the Micas backstory was clearly communicated. Moving forward with the Lages-developed tagline of *Open the Network, Fuel the Future*, Lages conducted specific, targeted media and market research to set the stage.



Leveraging partnerships

Since the company you keep is critical to fostering trust, Lages leveraged the company's strategic partnerships with industry leaders such as Broadcom and Intel as part of the PR effort.



Micas Networks 51.2T Broadcom Co-Packaged Optics Demo 800G Switches and More OCP Summit 2023



Media and influencer relationships

Knowing that establishing a presence with key industry influencers was of the utmost importance, Lages relied upon longstanding relationships and touchpoints to make introductions. This included a number of briefings – before, during and after OCP – as well as participation in an OCP press event.



The power of the news release

To tell the Micas story, Lages developed an in-depth perspective news release as a springboard for media relationship-building and a brand piece that established the Micas mission and the company's role in advancing data centers through powerful open networking solutions. Three more news releases followed in rapid succession, all geared to kickstart conversations and lay the groundwork necessary for a successful company and product launch.



The Results

From establishing messaging to unveiling the company and its products at OCP, the PR program launching Micas Networks was a resounding success.

In just 8 weeks, Micas was included in 20 articles with a combined reach of 1,758,122.

A hallmark of the coverage secured was an in-depth feature story from [The Next Platform](#). The outlet's large audience of IT programmers, administrators, architects, and managers was given an in-depth look at Micas.

Another notable outcome was Micas' inclusion in [CRN's 2023 Stellar Startups](#), a report that shines a spotlight on the most exciting channel-focused startup vendors

In Their Own Words

"It was cool to see some of the 100GbE, 400GbE, and 800GbE switches from Micas Networks. Since we have actually reviewed one of the company's OEM designs previously, we know that they have been designing and selling products for some time, but OCP Summit 2023 was the company's coming-out party." – *Serve the Home*

"Competing against Cisco and Juniper used to be easy, and is less so today, and competing against Arista seems very tough indeed. But Micas thinks there is room for another player at the high end of Ethernet networking in the datacenter, and the hyperscalers and cloud builders no doubt would like a second source for gear." – *The Next Platform*

"Launching a new company into an already established, crowded market is a big ask – and when you add in a deadline tied to a specific industry event that was just weeks away, the task becomes all the more difficult. Happily, Lages proved to be more than up to the challenge.

They brought solid, practical PR expertise to the table – and their extensive technology experience allowed them to easily pick up on the specific niche we were carving in the open networking space.

We couldn't be happier with the results of the Lages PR program, which included several in-depth, spotlight articles in leading industry outlets, briefings with key editors and analysts and thousands of impressions on social media."

– *Max Simmons, CMO at Micas Networks*

The Next Platform, Serve the Home, CRN, Channel Vision Magazine, Converge! Network Digest, EnterpriseAI, Gestalt IT, Hosting Journalist, CIO Influence, VMblog

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