

Launching a New Tech Brand to Market

NetAlly's company launch creates waves across handheld network testing market



NetAlly offers testing you can trust, from your new ally. Their family of network test solutions have been helping network engineers and technicians better deploy, manage, and maintain today's complex wired and wireless networks for decades. From creating the industry's first handheld network analyzer in 1993 to being the industry pacesetter – first as Fluke Networks, then as NETSCOUT – NetAlly continues to raise the bar for portable network analysis.

Bringing a Brand Back to Life

Formerly Fluke Networks and then part of NETSCOUT, NetAlly was spun out as an independent handheld network testing tools brand in 2019. The company engaged Voxus for an aggressive brand launch campaign to get key media and analysts excited about the new company, and immediately communicate and fortify NetAlly's position as a market leader. Success also meant generating broad coverage that would establish a solid base of foundational awareness about NetAlly leading into a major new product roll out the next month.

Introducing a "New" Networking Ally

Voxus' strategy was to highlight NetAlly's impressive history, positioning the company as a reincarnation of an existing market leader, now unfettered and solely focused on innovating to meet the needs of cabling contractors, technicians and engineers. The strategy was three-fold: build channel awareness about an impressive new market entry, engage with media and analysts to introduce a new brand carrying forward a well-established and beloved product set, and subsequently leverage the brand launch for a separate follow up announcement around the company's first new product – the EtherScope nXG, a powerful all-in-one, multi-technology handheld network testing solution.

Creating a Tidal Wave of Awareness

The strategy worked to perfection. When the campaign was complete, Voxus had secured 27 top tier original pieces of coverage for the brand launch and another 11 for the product introduction, blowing past NetAlly's initial goals of 8-12 brand articles and 6-8 product articles.

Brand coverage across tech, trade and channel publications included feature articles in [Cabling Installation & Maintenance](#), [Wirednot](#), [RCR Wireless](#), [EE Times](#), [APMdigest](#), [Channelnomics](#), [Channel Partners Online](#), [ChannelBuzz](#), [e-Channel News](#) and more, along with thought leadership bylines in [Security Sales and Integration](#) and [ChannelVision Magazine](#). And the excitement didn't stop there – NetAlly was also the talk of the 2019 Mobility Field Day conference, and discussed widely across social media by networking influencers.

A month later, the EtherScope nXG product launched and Voxus earned 11 additional articles in publications ranging from [Test & Measurement Tips](#) and [Cabling Installation & Maintenance](#) to [BISinfotech](#) and [ChannelPro Network](#).

Overall, the project was a tremendous success, with more than 38 original articles generating awareness with target demographics, as well as providing marketing and social media additional thought-leadership content that could be reused with partners and prospects. NetAlly's marketing team has seen this early exposure pay dividends in the form