

### The challenge

Boston-based Ember is a leading developer of ZigBee networking technology. Its chips and software can be easily embedded into everyday devices, which then self-assemble into wireless sensor networks that can serve us and keep watch over our lives in a variety of ways. The company is widely credited for giving rise to a concept called the *Internet of Things*.

When Beaupre began working with Ember it was a small startup trying to make a name for itself in a broad market overshadowed by much larger competitors like Texas Instruments and Freescale, Motorola's wireless semiconductor spin-off.

ZigBee is an industry wireless standard well suited for a variety of applications, from homeland security to helping to keep fish cold during transport. Ember recognized the technology held the **greatest potential for positive social and environmental change in reducing energy consumption, providing safer work places and enabling efficient homes**. The company also recognized that narrowing its focus and gaining specific market expertise in energy conservation applications would make it a much more valuable technology supplier to its customers.

### The outcome

The PR strategy had two objectives:

- Establish ZigBee market leadership
- Focus and reposition the company as an energy conservation solution

Despite being against up much larger competitors with huge marketing budgets, Ember moved fast and emerged as the leading pioneer of ZigBee technology. Ember became a founding "Promoter" member of the ZigBee Alliance – the governing organization for the ZigBee standard. It was instrumental in defining the standard, and much of Ember-invented technology has been incorporated into the ZigBee specification. Ember's technology platform is the



“Golden Suite” for ZigBee interoperability testing.

Beaupre’s communications, public relations and branding campaign helped make Ember the foremost authority on ZigBee. The company consistently beat competitors with product news announcements. Ember’s customers dominated nearly all ZigBee-related media coverage and industry trend stories. And Ember emerged as the industry’s preeminent thought leader through an aggressive campaign of by-lined articles, interviews and events around the globe. The company has consistently garnered more media and blog coverage, interviews, industry awards, editorial praise, and customer and partner validation than its competitors.

### **Positioned within clean energy**

Once ZigBee leadership was established, Beaupre helped Ember re-position itself from a general purpose wireless technology provider to a leader in the emerging world of energy conservation technology for homes and the nation’s electric grid. Messaging was broadened to explain how Ember’s technology makes our living and work environments safer, better and more energy efficient. Beaupre authored and placed seven articles defining ZigBee’s role in home area networks (HANs) for home energy control, as well as the “green grid” initiatives of electric utilities. Ember Chairman and luminary, Bob Metcalfe, was tapped to espouse a new vision of “Enernets” – Internet-like networking concepts applied to energy management applications – through event appearances, video, podcasts and web site articles.

Ember’s news announcement strategy also shifted to highlight customers building breakthrough energy savings products with Ember technology, as well as profiling real-world deployments of businesses saving on energy costs and reducing carbon emissions. The company is frequently requested to provide its vision of the industry through interview, article and conference speaking requests.

Today, Ember is widely recognized as the leading provider of wireless sensor and control network technologies that enable dramatic energy efficiency improvements for businesses, homes and the utilities that serve them.