

BY EXECUTIVES, FOR EXECUTIVES

JUST**MEDIA** 



"A **VIEW** FROM THE TOP"

REBRANDING, REPOSITIONING & RE-ENERGIZING

FEATURING JIM MCNIEL, CMO

**NETSCOUT**™

INSIGHT INTO B2B MARKETING TRENDS, KEY INSIGHTS FOR MARKETERS AND PREDICTIONS FOR 2015

**Jim, you joined NETSCOUT SYSTEMS, INC. in July of 2014. Describe what you found that helped you decide that a refresh of the brand was important to move the business forward?**

I joined the company with the explicit direction to rebrand and reposition the company. NETSCOUT has a 30 year record of innovation, is a pioneer in Network Performance Management and Service Assurance but few beyond the customer base were aware of how powerful and capable the platform was. Most of all everyone who relies on digital services, which is everyone, will soon discover that their world is in transition and they will need a partner to help them maintain visibility during this transition from physical networks, to virtual, to cloud to converged infrastructure and beyond.

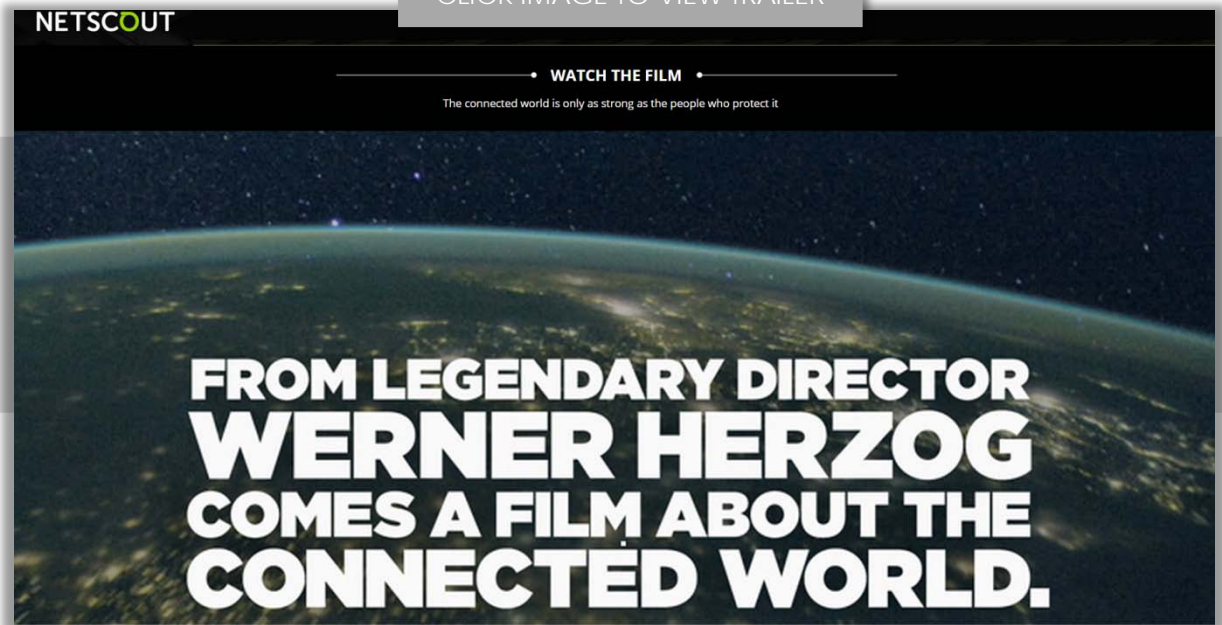
**With your creative agency partners you developed the Guardians of the Connected World concept. Tell us about that and what inspired it.**

We did something a little unorthodox. We hired two agencies; one traditionally B to C, and the other B to B, but really strong in E-health. I wanted opposing views from different places. To implement real change an organization requires an exogenous catalyst and I, coupled with my creative team, brought that external perspective. In our exploration our customers told us that they use NETSCOUT to keep systems running; that the systems were critical and their absence was not an option. We viewed these dedicated professionals as heroes, the Connected World as a precious and fragile asset and NETSCOUT as a partner in keeping things working reliably, thus Guardians of the **Connected World**. It is about the customer and the Connected World we live in.

**This campaign will also feature a documentary by Werner Herzog. When will that appear and what can we expect from it?**

Real marketing is not about coercion it is about influence and narrative. The story of the connected world was much bigger than a glossy brochure or a web page. It is an epic story about the most powerful communications system ever conceived of by man. To tell this story we needed a story teller so we went to Werner Herzog. It took some convincing but he was able to see what was at stake and how important a story this has become to modern society.

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**How has this rebranding process energized the internal teams at NETSCOUT and what is a good example of that?**

It is a bit like losing ten pounds, getting a brand new suit of clothes and an excellent haircut. Everyone walks a little taller and speaks a little louder. We are finally telling the story about an industry leader whose technology has become extraordinarily relevant. We have seen the logo and mark show up all over the place, sometimes a bit out of spec, but everyone is really excited and we have not received one negative comment on the brand internally, which I find somewhat remarkable.

**Rebranding can be challenging on many levels. What was your biggest hurdle and how did you overcome it?**

The most challenging part of rebranding is achieving consensus on not what the company is but what the company wishes to become. It is a process, it takes time and effort and a lot of introspection. We assembled a team of bright people from around the company both old and new and we put them to work. The hardest thing about marketing is that everyone feels they are an expert. So part of the process is educating them on the power of brands, what they mean, where they work and where they go wrong. In the end you have to make a decision. Not everyone agrees but if you run the process you find that everyone comes around to see the power of the brand and buys in completely.

## NETSCOUT, A GUARDIAN'S ALLY

NETSCOUT GIVES GUARDIANS THE RIGHT TOOLS TO PROTECT THE CONNECTED WORLD.



### SEE FARTHER

With NetScout, Guardians have full visibility into their systems and networks, allowing them to get ahead of problems before they happen.



### CONFIDENCE TO INNOVATE

With NetScout, Guardians know what their systems are capable of, giving them the confidence to roll out innovations and know they won't fail.



### UNLOCK INNOVATIONS

With NetScout, Guardians can uncover surprising information amid the big data that helps their businesses find efficiencies and unlock opportunities to innovate.

**You have historically been a CEO in a tech company rather than leading marketing. What prompted the change and what differences do you see in the roles? Do you feel more aligned with the CEO because of your experience?**

There is no tougher job than being a public company CEO. Everyone expects you to have all the answers, be on top of everything, and not make any mistakes. It is hard because you really need to be a generalist. Being able to focus on marketing and strategy alone is a privilege. You are afforded the opportunity to concentrate and be a subject matter expert. It helps to know all of the other disciplines, certainly, but it is truly liberating to focus on the story telling.

**Finally if anyone is undertaking a rebranding effort do you have any advice for them on how to do it successfully?**

Listen, ponder, explore, and be honest. A real brand is authentic. It is truth. It is easy for a company to deliver on an authentic brand. You need to be honest with yourself, find the attributes of your company that make you unique and make these a big part of your story. Be heroic. Take chances. You should be aiming at where you want to be and not just on where you have been or where you are today. Make sure your customers agree that the suit fits and it looks good on you.

## ABOUT JIM MCNIEL



As CMO, Jim McNiel leads NETSCOUT's Global Marketing, Corporate Communications, and Advertising groups, overseeing activities and growth initiatives for the Company's website, events, advertising, public and analyst relations and all digital internet and search marketing efforts. Since joining NETSCOUT in 2014, McNiel has led the Company's global awareness and re-positioning activities, as well as creating a sustainable brand campaign entitled "Guardians of the Connected World." By increasing the value of the Company's brand reputation with new and existing customer and market opportunities, NETSCOUT is securing its position in the market as the premier service assurance company. Offering a unique blend of technical depth and key leadership and management roles, McNiel brings more than 30 years of industry expertise to include, venture capital and finance, engineering, product management, sales, business development and mergers and acquisitions. His background also includes lending private equity consultant expertise navigating IPOs and spinout strategies. Formerly, McNiel was the president and CEO of FalconStor Software, the inventor of the virtual tape library and pioneer of the virtualized storage market, and was president and CEO of Fifth Generation Systems. Extended experience includes being a general partner at Pequot Capital, and vice president of corporate development at Cheyenne Software, where he was instrumental in the creation of ARCServe, the world's first client server backup solution. Cheyenne was later acquired by Computer Associates for \$1.2 billion. McNiel also has held various engineering and senior management roles at Lucasfilm and AST Research, as well as having served on a number of company boards. McNiel is a graduate of the Advanced Management Program at the Wharton School of Business.

## ABOUT **NETSCOUT**

NETSCOUT SYSTEMS, INC. (NASDAQ:NTCT) is the market leader in service assurance solutions that enable enterprise and service provider organizations to assure the quality of the user experience for business and mobile services. NETSCOUT technology helps these organizations proactively manage service delivery and identify emerging performance problems, helping to quickly resolve issues that cause business disruptions or negatively impact users of information technology. Visit [www.netscout.com](http://www.netscout.com).

## ABOUT **JUSTMEDIA**

Just Media was founded in 1995 in London, England before opening its doors in San Francisco in 1996. Today, we've moved into bigger spaces, opened new locations and added more staff, all in service of your business. Our heritage and core is technology marketing, but we don't live in this box. Our success stems from expanding into diverse markets and handling campaigns domestically and internationally for leading brands. Our planning is more creative because it's grounded in hard-won experience across these markets. And our approach is more global because we bring in media experts from the countries you're running in so we can negotiate well, deliver quickly and have the benefit of being truly local. This means that no matter which audience you need to reach, we can help you do it and do it successfully. [www.iustmedia.com](http://www.iustmedia.com)

MEDIA IS THE MEANS. CONNECTING PEOPLE IS THE RESULT.