



Trompeter

Launching New Products in Adjacent Market Segments

The Challenge:

Trompeter, the leading manufacturer of interconnect products for telco central office applications, faced declining sales resulting from a market crash. To offset this loss of volume, the company developed a line of products for Outside Plant (OSP) applications with reliability and certification requirements similar to the telco central office. Trompeter's best shot at a successful launch was to leverage its outstanding reputation in an adjacent market space and its widely-accessible installer training programs to persuade risk-averse Outside Plant customers to consider a supplier new to their world. Trompeter faced a well-entrenched leader in the OSP segment.

OnRamp's Solution:

We introduced the OSP product line through an integrated campaign including trade shows, trade publication advertising, feature story placements, and product releases. We built a feedback loop into the campaign deployment to enable message adjustment as the campaign rolled out.

Results:

Trompeter's OSP products are currently the shining star in the company's product portfolio.

You Said **"We need lower DS3 connectivity cost at the MPOP."**

Trompeter Responds **"It's here! Field-proven DDPM access modules."**

Enabling Affordable Bandwidth At the Edge of the Network

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The Best Way to Lower Cost and Simplify Installation at the Customer Handoff.

Today's consumers want more bandwidth than T1 lines can deliver. If cost is an obstacle to upgrading your network to DS3 (T3) at the MPOP, and getting 25x more bandwidth here's a solution! Employing a unique technical approach, Trompeter's new DDPM access products fit into the standard OSP footprint and provide a reliable, easy-to-install solution for deploying high bandwidth services beyond the limits of the CO. Best of all, the cost is a significant savings over traditional products.

The DDPM access modules are available in a range of configurations including low-voltage vertical individual modules, wall-mounted units featuring up to 6 modules, and horizontal or vertical rack-mounted units in 1RU and NEBS Level 3 certified.

Call Gary at (800) 213-8808 to learn how these products can enhance your network's revenue stream.

DDPM-2 DS3 Demarcation Modules	Fiber Distribution Box	75 Ohm BNC Series
This module offers considerable cost savings over traditional MPOP products and requires very little space. For added security specify the Gas Tube Surge Protection version.	Trompeter has turned the traditional fiber distribution box into a multi-functional junction box capable of accepting fiber, coax and Cat 5.	Featuring Carrier Class reliability (99,999% operational reliability over freq.) standard or miniature (M-BNC) versions in a variety of styles, supported by a full complement of installation tooling and training programs.

At the OSP EXPO 2003 Nov. 12-13, Colorado Convention Center, Denver, CO Booth #628

Enabling Affordable Bandwidth At the Edge of the Network

DDPM-2 DS3 Demarcation Modules

- Considerable cost savings over traditional MPOP products.
- Requires 50% less space
- For added security spec the Gas Tube Surge Protection version
- Available in a range of configurations

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Fiber Distribution Box

A New Solution For Upgrading Your Network to T3 (T3) at the MPOP - Fast and Easy.

Trompeter has turned the traditional fiber distribution box into a multi-functional junction box capable of accepting:

- Fiber
- Coax
- Cat 5

UL and NEBS Level 3 certified

Enabling Affordable Bandwidth At the Edge of the Network

75 ohm BNC Series

- Features Carrier Class reliability (99,999% operational reliability over freq.)
- Standard or miniature (M-BNC) versions in a variety of styles
- Supported by a full complement of installation tooling and training programs

A Reliable Solution for Deploying High Bandwidth from Beyond Limits of the Central Office.

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