



For over 50 years, C-COR has been providing the products and services needed to build and maintain multi-service communications networks around the world. The goal was to develop a singular brand vision for a complex company in a complex, volatile market. We helped

organize communications strategies and programs to help C-COR continue to broaden its global customer base across all of its diverse product offerings and support its enhanced subscriber services at lower support costs.

C-COR

Creating a singular vision for a complex company in a complex, volatile market

After years of working with network operators of all sizes, at all stages of development, in all parts of the world, C-COR possessed an unsurpassed level of business experience and technological expertise.

C-COR's promise to customers was to deliver integrated networking across a variety of converged networks carrying video, voice and data. More than 1300 people were organized in four divisions: Broadband Access (infrastructure technology), On Demand (VOD and Digital Advertising Systems), OSS (workforce management, service assurance, network optimization, subscriber fulfillment), and Network Services (outsourced technical and operational resources.)

Working with existing brand equities, we were able to promise the safe transition to the profitable services of the future. We were able to utilize the company's many assets, including the expert leadership team with their highly informed points of view, the solid customer relationship managers, the continuously improving pre-and after-sale support, strong work ethic, and reputation for integrity, quality and reliability to convey their new essential equity: C-COR simplifies profit-making network transitions in a consumer empowered, on-demand world.