

AVAGO TECHNOLOGIES

350 West Trimble Road
San Jose, CA 95131

www.avagotech.com
Client since: December 2005

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Angela Ausman,
Senior Marketing Program
Manager for Avago

Company Profile

Avago Technologies is a leading supplier of analog interface components for communications, industrial, and consumer applications. By leveraging its core competencies in III-V compound and silicon semiconductor design and processing, the company provides an extensive range of analog, mixed signal, and optoelectronics components and sub-systems to approximately 40,000 end customers. Backed by strong customer service support, the company's products serve four diverse end markets: wireless communications, wired infrastructure, industrial and automotive electronics, and consumer and computing peripherals. Avago has a global employee presence and heritage of technical innovation dating back 40 years to its Hewlett-Packard roots.

Marketing Goals & Strategy

“Since we had never participated in any online event before, we didn't have any specific expectation,” Angela Ausman, Senior Marketing Program Manager for Avago, says. “But everything we do has to have some prospect contact generation associated with it. Our budget for travel had been cut, and we were looking for a way to hit the audience we were trying for without travel.”

The IHS GlobalSpec Solution

“GlobalSpec has the audience that we want: designers and engineers, and GlobalSpec has a good reputation,” Ms. Ausman says. “GlobalSpec has all of our products online, and in that regard GlobalSpec delivers the right audience. Still, there was a question mark whether the Online Trade Show + Event would do the same thing.”

In Ms. Ausman's view, the event was definitely worthwhile. “We got quite a lot of contacts and potential revenue from the event – approximately 20 times what we invested in the online event has come back to us in potential business.”

Ms. Ausman found the GlobalSpec team was extremely helpful in getting Avago ready for the event. “They were very helpful in walking me through it, getting materials up, answering questions, responding quickly, and making sure that our materials would fit properly into our virtual booth,” she says.

Avago offered white papers, data sheets, presentations, and a prize. Avago also took part in the networking lounge, an area of the event environment where event attendees come together to network with each other, manufacturers, and speakers.