

Arbor Network Partners with Ignite AG to Create Inaugural Arbor Customer Advisory Board

OPPORTUNITY

Arbor Networks is a top provider of security and network management solutions for enterprise data centers and carrier networks. Their venerable list of clients includes some of the world's most recognizable web and technology brands, including BT, Tata Communications, COLT, Neustar, VeriSign, and Yahoo!. Arbor recognized an opportunity to tap the collective insight of its esteemed clients to help guide its business in a direction that best serves its clients' needs and its own financial future. The security solutions leader also saw the potential to forge stronger bonds with many of its clients' senior executives.

To help in the creation of the first Arbor Networks Customer Advisory Board, Arbor sought the help of a trusted and successful advisory board firm. Arbor chose to partner with Ignite Advisory Group (Ignite AG), and Ignite AG was retained to help establish and manage the board.

SOLUTION

Ignite AG guided Arbor Networks' management in the recruitment and establishment of a strategic-level Customer Advisory Board, consisting of VP/C-level executives from its top clients. Ignite AG helped Arbor design, launch and manage the advisory board as well as keep the members engaged on a recurring basis. Specific activities included:

1. **Design** – objectives, people, content and experience
2. **Launch** – recruitment, in-person meeting planning and facilitation
3. **Manage** – member communication, board structure, charter and processes
4. **Engage** – activities to keep members engaged and interested



SUCCESS

The Customer Advisory Board is comprised of senior network security professionals from 11 different organizations spanning four continents – North America, South America, Europe and Asia; in addition to the full Arbor Networks executive team. Members represent the following companies:

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| 1. Top 5 Internet Retailer | 6. Top 3 Global Software Company |
| 2. Top Mexican-Based Telecommunications Company | 7. Top 3 South Korean Wireless Telecommunications Company |
| 3. Top 3 U.S. ISP | 8. Top 5 Global Cable Network |
| 4. Top 5 European Network Infrastructure Provider | 9. Top U.S. Cloud Service Provider |
| 5. Top 3 U.S. Cable Company | 10. Top 5 Global Mobile Carrier |

Arbor and its members have yielded considerable value in the first year alone from the Board, in a variety of ways, including:

Members:

- A. **New Solutions** – At the direction and urging of members, Arbor has begun development of several new solutions, as well as new pricing and solution delivery strategies.
- B. **Influence** – Members have a direct, open and recurring dialog with Arbor's senior management team in which they can share suggestions and concerns about anything at any time, and they will always have the full attention of Arbor management.

Arbor:

- C. **Business Opportunities** – As a result of the close relationships Arbor is continuing to build with the members, several new business opportunities have arose as well as introductions to new prospective clients.
- D. **Sounding Board** – For all new ideas on product and business direction, Arbor has a trusted sounding board to garner invaluable insight and guidance.

Members and Arbor:

In addition to these areas of value for both members and Arbor, the Board has formed two subcommittees focused around mobile security and virtual platforms. These two sub-groups are already providing Arbor with tremendous product and target-market direction that is proving priceless in Arbor's business development efforts moving forward. Likewise, subcommittee members are given an even deeper opportunity to help guide new solution development in areas that will best benefit their own businesses.