

Rainier PR Wins Pan-European PR Brief for Networking Giant NextiraOne

Submitted by: Speed Communications

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Technology PR agency Rainier PR has won the European PR account for NextiraOne, the largest vendor independent integrator of computer communications solutions in Europe.

Rainier PR will be responsible for strategic planning, European materials generation, co-ordination and measurement of PR programmes across the 17 European countries where NextiraOne operates.

Owned by Platinum Equity (www.platinumequity.com), a global acquisition firm specialising in the strategic operation of mission-critical services, NextiraOne Europe is built on Platinum Equity's acquisition of Alcatel's enterprise distribution and services business in April 2002. It has additional strong vendor relationships with Cisco, Genesys and Nortel.

"NextiraOne is growing rapidly and becoming a powerhouse in its European markets," said Chris Measures, associate director, Rainier PR. "Our role is to assist this by repositioning the company away from its Alcatel roots to build a single public face across Europe as well as providing the framework for individual countries to succeed with local PR campaigns."

Rainier PR will report to Jennifer Wong, NextiraOne's European PR Manager and the NextiraOne account team will be led by associate director Chris Measures.

"NextiraOne's PR goal is to demonstrate our strength across all the European countries that we serve," said Jennifer Wong, European PR Manager, NextiraOne. "We needed to partner with an agency that combined business understanding with the ability to build and execute on high level strategy, rather than a lot of fancy talking and methodologies that don't add up to much. Rainier PR's senior expertise and direct style of counsel will enable us to deliver tangible results quickly across Europe."

With dual headquarters in Houston and Paris, NextiraOne has an annual turnover of Euro 2 billion. It is the leading independent provider of communications solutions worldwide and the number one integrator of voice solutions in Europe. NextiraOne has 500,000 active customer sites worldwide and in Europe lists all of the Fortune EURO 50 companies amongst its clients. It employs 9,500 people worldwide, including 7,000 qualified engineers.

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About Rainier PR

Rainier PR is a leading business-to-business technology PR agency. Based in London, it employs 10 people and had 2002 revenues of approximately £1.1 million. In 2002, the company was wholly acquired its management team. Rainier PR is a top 40 UK technology PR consultancy as well as a top 100 UK PR consultancy (PR Week magazine). For more see www.rainierpr.co.uk.

About NextiraOne

Headquartered in Paris and Houston, NextiraOne is a leading global provider of integrated enterprise network solutions and services that enable effective, reliable business communications. We cover everything from planning and design to the implementation, support and management of voice, data and converged communications networks. We provide best-in-class technologies from leading partners including Alcatel, Cisco Systems, Genesys and Nortel Networks. And we offer consultation and solutions development ranging from contact centre applications to network infrastructure outsourcing. Discover more at www.nextiraone.com. NextiraOne is owned by Platinum Equity, a global acquisition firm specializing in the strategic operation of mission-critical services and solutions businesses according to a unique M&A&OSM model of value creation.

Futher Information

For further information contact Stephen Waddington at Rainier PR, call +44 (0) 20 7494 6584.