

## OVERVIEW

Energy Recommerce (ERI) was one of the first PV monitoring firms to monitor at the string-level. Although only a few well-known customers purchased their products, the company itself was still relatively unknown within the industry. ERI wanted to establish itself as the leader in the eyes of decision-makers when it came to selecting a monitoring system that operated at the string-level. One of ERI's primary goals was to attract a strategic investment that would support their growth objectives.

## OBJECTIVES

- Help the company develop internal and external messaging that translates its value proposition and attracts awareness in the financial community.
  - Differentiate the company's accomplishments and strengths against larger, well-funded competitors.
- Develop a public relations campaign that will:
  - Drive awareness of the company's new products in publications read by ERI customers
  - Drive awareness of the company in publications read by potential strategic partners
- Drive awareness of the company's technological advantages for PV monitoring.

*"I really enjoy working with Mercom Capital Group and recommend them for any company looking for a highly competent team to run its public relations program. They clearly understood what our goals were and who we needed to reach, whether it was investors or customers; and they were determined and meticulous in making sure that our story reached them. Mercom helped get us placement with top industry media, as well as coverage in publications that we knew our customers were reading. Even though we were not their largest client, we always felt just as important. Their efforts have helped raise our profile in the marketplace and helped us develop relationships with leading analysts, media and customers that may have missed our story otherwise."*

## SOLUTIONS

- ✓ Develop new messaging equating ERI with an accomplished technology leader in the renewable energy monitoring space.
- ✓ Implement a pro-active media and analyst outreach program to reach multiple audiences: industry peers, potential strategic investors and consumers.
- ✓ Develop "smart friends" with industry media and analysts to increase the company profile and that of its executives.

*Peter Rexelius  
President & CEO,  
Energy Recommerce - a National  
Semiconductor Company*

## RESULTS

- Developed a compelling year-end “success story” which attracted the attention of top industry media and received immediate interest from top investment groups.
- Positioned management as industry-leaders by:
  - Establishing them as “experts” to industry analysts, utilities and media
  - Placing by-lined technical articles in well-known industry publications
  - Securing placement of company data/material within Gartner analyst presentations at a leading solar conference, Intersolar
- Secured media coverage in top industry media.
- Strategically positioned by-lined articles to be placed in publications during top solar conferences, Intersolar and Solar Power International.
- Significantly increased media coverage of products in trade publications read by their consumers.
- Our results helped ERI raise their profile significantly. Energy Recommerce was acquired by National Semiconductor Corp. (Nasdaq Stock Symbol: NSC) and is now part of the SolarMagic family of PV system solutions.



Fostering Regional Development, Design & Construction



“Working with Mercom Capital Group was a pleasure and, as CTO, I really appreciated their ability to grasp the technical side of cleantech and easily translate it to the marketplace. Their relationships and reach within cleantech media is impressive and resulted in a lot of successful media coverage for our company and great exposure for our management team.”

Ronnie Petterson  
CTO, Energy Recommerce  
A National Semiconductor Company