

Case in Point: From Behind the Scenes to Center Stage

Infotrend Americas: Productizing a Proven Technology – in a Brand New Market

Founded in 1993, Infotrend had a rock solid reputation for developing innovative storage technology that it then would sell through its OEM partners – including Dot Hill Systems/Sun, Advanced Digital Information Corporation and Overland Storage. Shifting gears, Infotrend wanted to begin promoting its products under its own brand in North America – a region in which it had little to no name recognition, as the company is headquartered in Taiwan.

The challenge for Infotrend consisted of both revamping its messaging and branding to incorporate the new Infotrend-branded products and sales strategy – now looking to include SMB and enterprise offerings brought to market through VARs. Infotrend faced an additional hurdle in spreading the word to a market unfamiliar with its past successes and strengths.



The company needed to stake a claim in the extremely competitive North American storage landscape. Infotrend needed to be able to gain name recognition and be mentioned in the same conversations with the likes of HP, EMC, Dell, IBM, NetAPP, Promise Technology, Hitachi and Sun Microsystems.

The stage was set - as a storage technology innovator, Infotrend had many milestones to its credit - from delivering the first RAID subsystem ever to employ SATA and SAS -- to earning the Best Choice award at Computex two years in row, and introducing the industry's first 2.5" HDD RAID array. With prestigious partner alliances, a strong customer base, successful deployments and status on the Taiwan Stock Exchange, Infotrend had the basic building blocks needed to further its growth and expand its reach in North America. Now all the company needed was a communications partner to help achieve its goals.

At the beginning of 2010, Infotrend selected Lages to help take the company from a virtual unknown that supplied the technology used 'under the hood' by many OEMs to offering their own branded products and establishing a presence in North America.

It was now up to the PR team to expand on this solid foundation and build upon it.



The Program

The PR program and strategy from the onset was driven by the goal to establish recognition for Infotrend as a storage solutions expert with a history of technology innovation that is now being packaged into optimum branded solutions for enterprises and SMB organizations. Education, advocacy and evangelism are used to elevate Infotrend and develop an industry voice. A comprehensive public relations program that integrated a variety of communications tactics was launched.

Lages leverages years of storage expertise to give Infotrend the media and market intelligence needed to infiltrate the North American storage ecosystem. Knowing that establishing a presence with key industry influencers was of the utmost importance, we relied upon our longstanding relationships with these storage gurus to gain access and make the necessary introductions – getting Infotrend into the conversation and laying the groundwork to foster and build future relationships.

Another key element of the program was sharing insights and commentary gathered from day to day contact with industry insiders to help shape an effective, well rounded plan. In this way, the PR program also provided valuable market intelligence.

A social media presence was established for Infotrend Americas, with a dedicated Facebook page providing an additional platform for building relationships and fostering a sense of community for the company. Here, Infotrend can easily and rapidly communicate updates, events, training materials, channel partner news and more – a more flexible, streamlined process than updating the headquarters-maintained corporate website with each bit of information.

A true communications partner, we worked closely with Infotrend to develop a seamless flow between headquarters in Taiwan and Infotrend in North America, taking the lead in developing and coordinating messaging, global activities and wire service usage. It was of primary importance to ensure that the efforts of the Infotrend Americas program were unified with the efforts of headquarters overseas.



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The Results

From the time Infotrend first launched the PR program, the company has made great strides in achieving its goals of successfully launching new products in new sales channels, and gaining all-important awareness in the North American marketplace. A true turning point came when Infotrend won Network Products Guide's Best in Storage award and was named to CRN's Storage Superstars list. Lages knew that these accolades would be the first of many to come.

Infotrend has emerged and made its voice heard in the North American market. From contributing expertise to top-tier publications such as Network World and Computer Technology Review to being closely tracked by analysts from all of the major firms including Gartner and IDC, Infotrend is on the map. Continually in the news thanks to a strategically designed flow of news releases that keeps the company top of mind, Infotrend is reaping the benefits of being in the headlines.

The buzz continues - With proven technology designed to enable industry trends such as virtualization and cloud storage, Infotrend is well positioned to continue to make an impact on the storage market – with Lages continuing to support the company as its PR partner.

“The storage and channel expertise that Lages brings to the table was a key factor in our selection of them as our communications partner. Having achieved great results in these specialized areas of focus speaks volumes about Lages’ ability to help us achieve our goals. Additionally, Lages has successfully expanded the North American presence of other companies based in Taiwan, and understands the intricacies involved in doing business and gaining recognition in the international marketplace.”

Lily Louie, Marketing Director, Infotrend

*Network World,
InfoStor, SearachStorage.com,
ChannelPro, Computerworld,
StorageReview.com, eChannelline,
Data Storage Connection
San Jose Mercury News*

Lages
& ASSOCIATES INC

15635 Alton Parkway
Suite 125
Irvine, CA 92618
P: 949-453-8080
E:pr@lages.com
www.lages.com