

Case in Point: Software Launch Aims to Establish Storage Provider in Crowded, Competitive Market

Promise Technology: Attaching to the Cloud Trend

Software solutions were previously uncharted waters for Promise Technology, a global leader with 25 years of experience in the storage industry. Promise is well known for its RAID controllers and subsystems, with a sweet spot in the media and entertainment industry. Within the last year, however, they have made a major push into new markets, looking to expand beyond the commodity hardware market.



Setting its sights on the cloud, Promise turned to Lages, its trusted PR and marcom partner, to help achieve its goals. Promise's first software application venture would also be its first venture in the cloud - a very crowded, competitive space dominated by industry heavyweights that have been offering cloud solutions for years.

Capitalizing on the surging popularity of the cloud to store everything from data to photos, Promise recognized where the market was heading, and took a proactive approach, designing its first software offering to take advantage of this fact.

Promise needed Lages to craft a plan that would not only expand their image in a new direction but would also build buzz in the face of stiff competition. Familiar with all aspects of the storage market and up to date with what was trending in the cloud space - and who was covering it - Lages set out to craft a detailed communications plan that would position Promise as a key player in the software side of storage and the cloud. The company's rich history as a trusted hardware storage provider would be leveraged, as these credentials were key to establishing credibility - and giving Promise a foothold as they sought to expand.

VMworld would be the setting for Promise to first introduce its new offering - dubbed FileCruiser - and the stage was set.

The Program

Lages set out to ensure that FileCruiser gained its fair share of media and analyst interest - and then some.

Extensive competitive research was undertaken by Lages, the results of which helped to hone in the messaging surrounding FileCruiser. Key differentiators and attributes were identified and used consistently throughout every element of the communications strategy. Promise's new offering was succinctly summed up as being 'Dropbox-like,' and Lages played up this easily identifiable description to give media and analysts a simple view into the new product's capabilities.

Early, consistent contact with a carefully crafted top-tier list of industry movers and shakers was established, engaging their interest and curiosity for what was to come.

The role of analyst relations would be even more critical to the FileCruiser launch than usual: Promise needed these industry-watchers to understand that this was a careful, strategic, thoroughly planned product expansion that took their core competencies and applied them to meet the evolving market. This forward-thinking, approach allowed Promise to chart a roadmap to keep in step with the needs of its customers. Lages set briefings with analysts to give them detailed insight into Promise's expanding focus and entry into the cloud space.

On the media side of things, in order to build steady buzz prior to the launch date, Lages worked closely with key members of the media in advance of the formal launch. The goal was to arm these top-tier contacts with all of the information needed to get them locked and loaded - and ready to file their stories on launch day.

In person meetings with key media and analyst contacts at VMworld were also secured - the show is well attended by the who's who of the cloud and virtualized technology set, and was a perfect place to debut FileCruiser. Lages kept Promise's VMworld dance card full, setting briefings and hands-on demos with the likes of eWeek, Network Computing and more.





The Results

Positioning Promise as an established, trusted storage industry expert with the technical know-how to create both hardware and software solutions, Lages successfully promoted, launched and raised awareness for the launch of FileCruiser. FileCruiser received attention in a broad range of media (online, print and blogs) and analyst outlets – often right alongside the established industry players that Promise was looking to compete with.

Conceived and executed by Lages, Promise's FileCruiser launch plan saw the new product included in 22 articles for 5,500,060 impressions – with a large percentage coming in the all-important Cloud Storage outlet category.

In Their Own Words

"Public clouds provide a tempting option but there are risks in terms of security and control. Now storage company Promise Technology is addressing these concerns with a new product called FileCruiser which allows enterprises to build an on-premise cloud. This means admins can manage the entire system, including hardware and software configuration, eliminating the security concerns of storing confidential data on public services." – *BetaNews*

"Businesses seeking to build their own secure, scalable private cloud storage service can now leverage PromiseTechnology Inc.'s FileCruiser." – *TMCNet*

"As the BYOD (Bring Your Own Device) trend proliferates, mobile apps become an essential part of the enterprise file sharing solution. FileCruiser's apps provides access and sync capabilities across a variety of devices (Android / iOS, Mac / Windows)." – *Anandtech*

"Lages played an essential role in helping us transition from a hardware company to a trusted provider of complete storage solutions. Based in Taiwan with sales and marketing coverage in the U.S. and worldwide, we needed a firm that could elevate our presence in North America and become an extension of our corporate PR and marketing efforts. Lages provided that and more...and delivered remarkable results."

– Ya-Ping Hsu, Director, PR & Corporate Marketing Department, Promise Technology

AnandTech, Network World, eWeek, Tom's IT Pro, StorageNewsletter.com, TechTarget, CIO Review, ChannelPro, IT Business Edge, CRN, Talkin' Cloud, Computer Technology Review, eChannelLine, ChannelBuzz, Sports Video Group, Tech Page One, SSG-Now Newsletter, BetaNews, TMCNet



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