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WHY THIS ARTICLE MATTERS



TC TechCrunch

[Pliops lands \\$100M for chips that accelerate analytics in data centers](#)

When you're looking to land coverage with the 'whales' of technology media – you had better come prepared with a good story and a good strategy. That's exactly what we did for Pliops to land them a feature piece on a funding round in Tech Crunch. Knowing your target is critical – in this case, exclusivity was non-negotiable. Relevant news, told in the most compelling way possible and pitched to a specific, well-researched and cultivated contact proved to be a winning formula.



Pliops is a technology innovator focused on making data centers run faster and more efficiently. Its technology addresses skyrocketing data volumes and solves the storage software inefficiency problem. Investors include Softbank Ventures Asia, Intel Capital, Western Digital, NVIDIA and AMD.