

# Case in Point: Opening New Channels: A Marcom Approach to a Division Launch

Viking Enterprise Solutions, a product division of a large, well-established Fortune 500 company, was ready to launch a new channel division—something they'd never done before. We stepped in to lay the groundwork.



Known for innovation in storage and server technology, VES was ready to expand its reach through a partner-first model. But to make the new channel program successful, the company needed more than a plan. It needed an identity. Critical to building this identity was creating awareness – followed by building a reputation.

The new division required a look, a voice, and a message that would signal credibility while standing apart from the core OEM business. That meant not just new content, but a new context—one that would resonate with partners, integrators, and enterprise customers alike.

We began by establishing a clear and compelling positioning strategy: one that highlighted the value of the channel while aligning with Viking's broader brand equity. This became the blueprint for messaging across the website, collateral, and partner materials. The website, in particular was the first critical touchpoint. It had to go live with the new messaging ahead of everything else— because every initiative ultimately pointed back to the site. By setting the tone there first, we created a foundation that shaped and aligned all subsequent efforts. Every word had a purpose—and every asset had a role.



***OEM Strong. Enterprise Ready. Channel Friendly.***  
***Get on the Fast Track with Rock Solid Storage.***  
***Serving Enterprises of all Sizes with Secure, Scalable Storage.***

## The Program: Built for Growth from the Beginning

The goal was clear: create a scalable, partner-friendly channel program that could stand on its own while staying rooted in Viking's established reputation. Lages carefully crafted positioning and messaging to reflect this dual identity, anchoring the new division with a strong strategic framework. Every decision—from visual style to voice—was made to support clarity, consistency, and connection throughout the channel ecosystem.



From there, we built out a cohesive visual and verbal identity for VES. Consistency was key, but so was flexibility. The new channel division needed to feel integrated yet distinct, scalable but specific. We delivered that through tone, design, and narrative clarity.

## Messaging with Purpose

We developed messaging that clearly articulated the value of Viking's new channel division—for resellers, integrators, and OEM customers – as well as the broader storage and data center industry. From the start, it was about more than product features—it was about positioning the program as a true opportunity. Clear value propositions, a confident tone, and a partner-centric voice helped ensure Viking's message stood out—and resonated.

From color palette and typography to tone and visual style, we created a visual identity that felt connected to the core Viking brand, but distinct enough to give the channel program its own space. It looked—and sounded—like a division built for growth.



## Assets That Enable Action

With the foundation in place, we delivered the tools needed to take the program to market quickly and effectively:

- Core collateral and promotional content – professional, branded materials
- A full channel presentation deck
- Targeted web copy for partner audiences
- Graphic assets and social posts to build visibility – including partner-focused campaigns



Every piece worked together to create a cohesive experience that made it easy for partners to see the value—and act on it.

**Promotion**

- ✓ Brochures
- ✓ Website copy
- ✓ Logos, Product ID
- ✓ eMail Marketing
- ✓ Advertising

**PR**

- ✓ News Releases
- ✓ Media Relations

**Tradeshows**

- ✓ Booth signage
- ✓ Show promos

**Social Media**

- ✓ LinkedIn, X
- ✓ Owned
- ✓ Curated

**OEM Strong. Enterprise Ready. Channel Friendly.**

VIKING Enterprise Solutions (VES) is a channel division of Samminco Corporation that designs, manufactures and sells leading server and storage platforms for the datacenter and enterprise markets. VES is positioned as a key supplier to the channel by building affordable, quality storage solutions that solve modern data challenges.

We call this **The Power of V.**

**COMMITMENT**  
VES is proudly partner-driven by design. We are 100% focused on and deeply committed to the channel – and to your success. Our award-winning, advanced data center products are tailored for integration, reducing development and operating costs while improving time-to-market. Our experienced engineering and channel teams are dedicated to providing our customers with the support they need.

**Bottom Line**

- Enterprise storage product offerings
- Competitive pricing with double-digit margins
- 100% Channel
- Excellent customer service
- Experienced engineers
- Dedicated Channel Team
- Commitment to quality

**STRENGTH**  
VES is uniquely positioned to leverage our parent company's global manufacturing and supply chain leadership, technology and engineering. We have made a name for ourselves by providing unparalleled expertise and support and by offering our channel partners advantages typically reserved for OEMs.

VES is a key supplier and strategic partner to some of the top 10 CSPs in the world. Our products are used by a variety of industries, including healthcare, financial services, retail, media and entertainment and government.

**VIKING**  
Enterprise Solutions

**THE POWER OF V**  
SINCE THE V PARTNER PROGRAM

**TRUST**  
As a product division of Samminco, a Fortune 500 global company, VES is backed by a rich heritage and legacy. Samminco is a trusted storage provider to the world's leading commercial brands.

**CONVENIENCE**  
The Power of V removes the hassle of managing inventory – we drop ship directly.

**EXCLUSIVITY**  
In addition to competitive pricing and double-digit margins, The Power of V means opportunity protection with deal registration.

**Get on the Fast Track with Rock Solid Storage**

- Turnkey on-premise cloud storage solutions
- Deep capacity 3800+ storage systems
- Unified storage solutions
- Streaming video solutions
- All-flash and hybrid storage and servers
- NVMe flash-based storage, servers, and NVMe-oF platforms
- Primary and cold storage servers and expansion arrays

**Serving Enterprises of All Sizes with Secure, Scalable Storage Through Channel Partners**

**CUSTOMERS SERVED**

- Value-Added Resellers
- Managed Service Providers
- System Integrators
- Cloud Service Providers

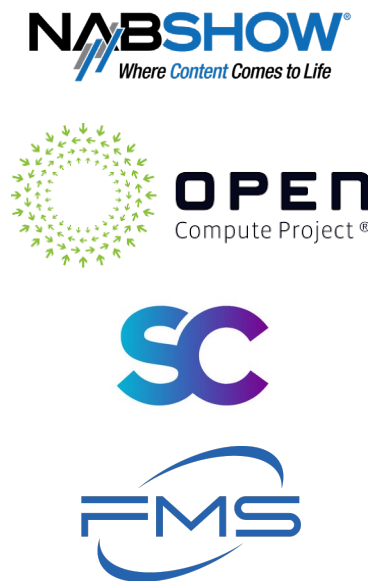
**INDUSTRIES SERVED**

- Healthcare
- Financial Services
- Retail
- Media and Entertainment
- Government

Channel Contact: [csales@ves.com](mailto:csales@ves.com)  
Register for Partner Portal account: <https://ves.com/veschannel>

**VIKING**  
Enterprise Solutions

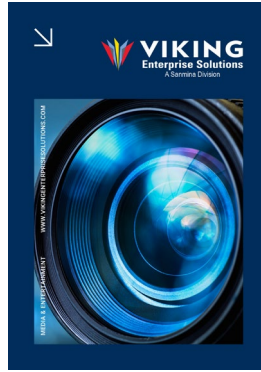
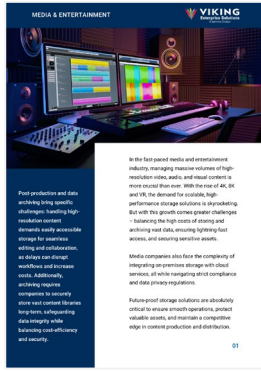
Trade shows and targeted email campaigns extended the reach. These touchpoints supported partner outreach, nurtured new relationships, and gave the sales team the tools to drive meaningful conversations.





## The Results

Channel programs don't succeed on strategy alone. Viking's momentum was driven by visibility and validation—from brand presence to partner outreach. Tradeshows and email campaigns supported pipeline growth, while the solid brand foundation helped enable meaningful partner conversations from day one.



Together, these efforts created something far more valuable than a one-time launch: a sustainable platform for channel success. VES was now channel-ready brand with the materials—and momentum—to scale.

**VIKING**  
Enterprise Solutions  
A Seagate Division



**What's Always on the Buy List?**

Storage Expansion that's Priced Right.

**4U 102-BAY JBOD STORAGE THAT ROCKS**





Are your customers looking to massively expand storage capacity without breaking the bank with the bonus of a reduced footprint? Look no further than the VDS41022 JBOD enclosure.

Cost optimized, dynamic expansion options, ultra-high-density and superb reliability for enterprise workloads.

Delivering leading edge cost per Terabyte, the VDS41022 offers a reduced footprint for the largest of today's most demanding data centers. This high-density SAS-4 solution enables scale-up and scale out storage capacity to meet the needs of a wide range of enterprise-grade applications requiring reliability and security.

**Key Features and Benefits Include:**

- Disruptively priced for massive storage expansion capacity and density
- Increase your margins with double-digit profits
- TAA compliant
- The only high-density 4U-102 drive expansion storage enclosure that fits in a standard data center rack (1 meter)
- Multiple expansion storage configurations integrated with 10TB, 10TB, 20TB and higher capacity HDDs with flexibility for diskless, half or fully populated configurations
- 5-year support and warranty included

Stand out from the crowd with the only high-density 102-bay expansion storage solution with 4U rack space that can be housed in a standard data center rack/cabinet.

Put the **Power of V** to work to drive your growth and score great margins. E-mail us today at [channel@vikingenterprisesolutions.com](mailto:channel@vikingenterprisesolutions.com).

[www.vikingenterprisesolutions.com](http://www.vikingenterprisesolutions.com)

*“Lages has been a long-time trusted PR and marketing partner over many years. Most recently, at VES, they hit the ground running, creating on-point messaging to establish us as a valued channel partner. We also relied on Lages to bring fresh new creative to the table to strengthen our presence, and are now reaping the benefits of our revamped image.”*

– Behrouz Zali, Viking Enterprise Solutions

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