

*“Tanis Communications delivered exactly what they promised...”*

INDUSTRY STORAGE VIRTUALIZATION



## Out of the Shadows and Into the Light

*“Tanis Communications delivered exactly what they promised, significantly increasing our visibility in the market and attracting many new potential customers. Also, unlike traditional agencies, every Tanis employee has more than 10 years’ experience and can be flexibly deployed when needed to meet Candera’s tight deadlines and peak demands.”*

Steve Terlizzi,  
Former VP of Marketing  
& Business Development,  
Candera, Inc.

### Communications Challenge:

Operating in stealth mode has its advantages, but when it comes to launching a first major product, stealth mode means very low name recognition and almost no momentum in the marketplace. Candera, a network storage company, faced that very situation with its lean marketing group and new first product ready for launch. With a very accelerated timeline, the company needed a high-profile communications program to accomplish immediate launch goals as well as provide a solid foundation for successful future product announcements.

### The assignment

- Orchestrate a tightly focused and targeted product launch
- Gain recognition and traction in a noisy market
- Announce multiple management team additions and build momentum for initial launch
- Launch 2nd major product four months later
- Keep Candera name strong between product launches



## Deliverables:

### Seasoned, flexible team key to hitting deadlines and budgets

Tanis Communications' versatile business model allowed it to quickly assemble a seasoned and versatile team with collectively more than 100 years of experience in marketing communications, public relations, strategic planning, Web design, graphics design and copy editing. This level of flexibility enabled Candera to bring in the Tanis experts as they were needed, and was key to staying on deadline and on budget while delivering exceptional results.

### Overall Messaging and Strategy

- Developed highly effective strategy and powerful corporate/product messaging for two product launches
- Incorporated messaging into all launch materials

### Press Outreach

- Developed time line and wrote multiple press releases and media advisories
- Arranged briefings with 47 top press, industry and financial analysts; obtained more than a dozen quotes to support product announcements
- Maintained momentum with press over six-month period

### Web Site Content

- Revised Web content to more effectively support product and company announcements

### Lead Generation

- Designed and implemented coordinated, cost-effective sales lead campaign
- Integrated online program including Webcast, email blasts, white papers, e-newsletter sponsorships and participation in key industry tradeshows; lead generation in key industry tradeshows; lead generation process flow management

### Product Collateral

- Replaced all company collateral with corporate identity design template
- Sourced, wrote and published new collateral including datasheets, white papers, product photos, reference sheets and presentations for two product launches

## Results

### Credibility in the market for young company

- Endorsements from key analysts
- Integrated online program attracted partners and other key audience
- Email program to more than 7,500 opt-in subscribers
- More than 650 qualified sales leads generated
- Tradeshow activities attracted qualified customers; provided forum for editorial meetings
- Media coverage in top-tier industry publications including *InfoWorld*, *Network World*, *InformationWeek*, *CNET*, *San Jose Mercury News* and *VentureWire*

### For More Information

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