

*“Tanis is a true partner to our marketing organization”*

INDUSTRY STORAGE NETWORKING



## Evangelizing a Young Company and New Product Category

*“Tanis is a true partner to our marketing organization and has an incredible knowledge of communications strategies, our technology and our business. In addition, their business model enables them to quickly scale resources up or down, which helped us manage our budget and keep overhead expenses down.”*

Steve Terlizzi  
Former VP of Marketing  
Z-force, Inc.

### Communications Challenge:

Start-up Z-force had little name recognition, a lean marketing team and an exciting new product concept for network-attached storage (NAS). Z-force hired Tanis Communications to help launch the company and evangelize its new networking node for NAS. Z-force needed a high-visibility company launch and a consistent outbound communications program to condition the market for its revolutionary new product category.

### The assignment

- Establish Z-force as the inventor of an entirely new category of storage product: the file switch
- Evangelize the file switch product, product category and NAS array architecture; help ensure market conditioning for this disruptive new approach
- Garner support of key industry analysts for new architecture
- Establish visibility and utilize to gain inroads into potential partners



## Deliverables:

### Orchestrating Launch from A to Z-force

Clear and concise messaging was critical to the success of the Z-force communications project – for the company and for the new product category. Tanis designed a carefully orchestrated launch from overall messaging and strategy to speaking opportunities and one-on-one meetings with key press and analysts. The activities included:

#### Overall Messaging and Strategy

##### Corporate Identity

Redesigned along with graphical look and feel

##### Developed presentations for key audiences

Product launch

Speaking engagements

Evangelizing new product category

##### Media Outreach

Press Tours – Set up more than 50 one-on-one meetings with influential press and analysts for company launch

Press Releases – Maintained continuous stream of strategic announcements via wire distribution and email in the year prior to launch

Contributed Articles – pitched and placed articles on NAS aggregation in key publications

##### Speaking Opportunities

Pursued and secured key speaking engagements for company executives at industry and financial conferences

##### Direct Marketing

Engaged Aberdeen Group to author white paper on NAS aggregation to help establish new product category

Promoted paper to more than 2500 targeted readers

Developed and maintained company Web site

Created/produced video for press tour that demonstrated architecture's scalability; used during press tour

Created Flash version of video for Web site

##### Collateral/Design

Created corporate folder, DVD inserts/labels for video, white paper and collateral template; designed product data sheet

##### Trade Shows

Managed exhibits at Networld+Interop and Storage Networking World

## Results

### Visibility and traction for young company and new product category

- Endorsements from key analysts
- Key partner participation including Dell, Iomega, Quantum, Microsoft, Bell Micro
- Generated more than 500 sales leads prior to product launch
- Placed contributed articles in key targeted press
- Pitched and secured speaking engagements at seven key industry and financial conferences
- Company named "One of the Top 10 Startups to Watch" by Network World, thanks to visibility and evangelism

### For More Information

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