



**Technology:**  
Disk-to-Disk Storage, Business Continuity

**Markets:**  
Small & Midsized Businesses (SMBs)  
Resellers



## Rainier's Analyst/Media Outreach Helps Storage Vendor Target Resellers, SMBs



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— Advanced Vault's Nick Roumi

### ► **Challenge: Raise awareness of storage startup to gain market share in reseller community**

As a start-up provider of continuous data protection (CDP) storage solutions, Advanced Vault's go-to-market strategy was to target small and midsized businesses through reseller channels. The company needed to push for widespread visibility in the reseller community, while creating market pull by established *street cred* in the highly competitive storage industry.

“We came to Rainier as a small company needing to maximize the ROI on our tight marketing budget,” said Nick Roumi, Advanced Vault's Director of Technology. “The Rainier team literally sprang into action with incredibly sharp technical comprehension, and a strategically insightful awareness of the storage market. They led us through a surgically-precise product launch without wasting time and money getting up to speed on our technology, and the results were way beyond our expectations.”

### ► **Results: Comprehensive media & analyst briefings resulted in dozens of new reseller agreements**

Rainier leveraged its strong media and analyst relationships to arrange pre-launch briefings for Advanced Vault. The agency targeted key storage-industry influencers including ESG, Taneja Group, The 451, IDC, Gartner, Forrester, Illuminata, Clipper Group, and more. Media interviews resulted in coverage from *InfoStor*, *Storage* magazine, SearchSMBStorage.com, SearchDataBackup.com, eChannelLine, and more. *CRN* and *VARBusiness* were also targeted with channel-focused pitches.

Social media optimized press releases were distributed directly to key targets and posted online to SEO Advanced Vault's web presence and to generate leads. In just two months time, Advanced Vault signed dozens of new reseller agreements.

AV's Roumi said, “Rainier's familiarity with key storage editors and analysts landed us tons of meetings, maximizing our budget and increasing awareness of our brand faster than we ever expected.”

