

Case Study: SandForce

SandForce approached Story Public Relations in February of 2009 with a request to launch its new Solid State Drive (SSD) controller chip and announce its emergence from stealth mode on April 13 – all within a tight budget. Story won the business over several other agencies by demonstrating its technical expertise, writing capabilities, and its ability to hit the ground running on the short ramp to launch date.

Story recommended a program that included pre-launch publication of a bylined article explaining the problem solved by the SandForce product, a comprehensive media and analyst tour, and follow-on publication of a second bylined article that would reveal more details about how the SandForce product solves key issues with SSD reliability and performance.

Within the first 30 days, Story PR had prepared the materials it recommended for a successful launch. We:

- Compiled a complete list of key analyst and media targets
- Assisted SandForce in finalizing its analyst and media presentations
- Pitched, secured, and hosted briefings with 14 key analyst firms and 12 trade media outlets
- Proposed, placed, and wrote a bylined article describing the problem with typical SSDs and the requirements for a solution, and ensured its pre-launch publication in Electronic Design magazine
- Wrote a launch press release articulating the company's strengths and differentiation
- Wrote an abstract for a follow-up article offering more details about SandForce's technology.
- Arranged pre-launch meetings with one additional analyst firm as well as a dozen trade editors

By the week before the launch date, Story had also placed and written the second bylined article for publication in Computer Technology Review shortly after the launch. These efforts produced nearly 80 press and blog mentions the week of the launch, which resulted in more than 50 inbound requests for meetings from potential customers in the storage industry.

Story PR is continuing to maintain momentum for SandForce with additional press and analyst outreach, an editorial response program under which we identify opportunities for SandForce executives to comment on industry news, additional bylined articles, and an ongoing series of news announcements.