



**METIS**  
COMMUNICATIONS  
Agents of Influence™

CASE STUDY

# Launching a Storage Superstar

## Challenge

To launch EqualLogic into the competitive storage system market, Metis crafted a full-scale awareness campaign, and later supported aggressive lead generation efforts.

After Dell acquired EqualLogic in one of the largest deals ever involving a venture-backed, high-tech startup, the Metis team evolved the program once again to focus on reputation management.



**EQUALLOGIC**

**Company:** A provider of intelligent, all-inclusive iSCSI storage area network (SAN) solutions

**Industry:** Data center

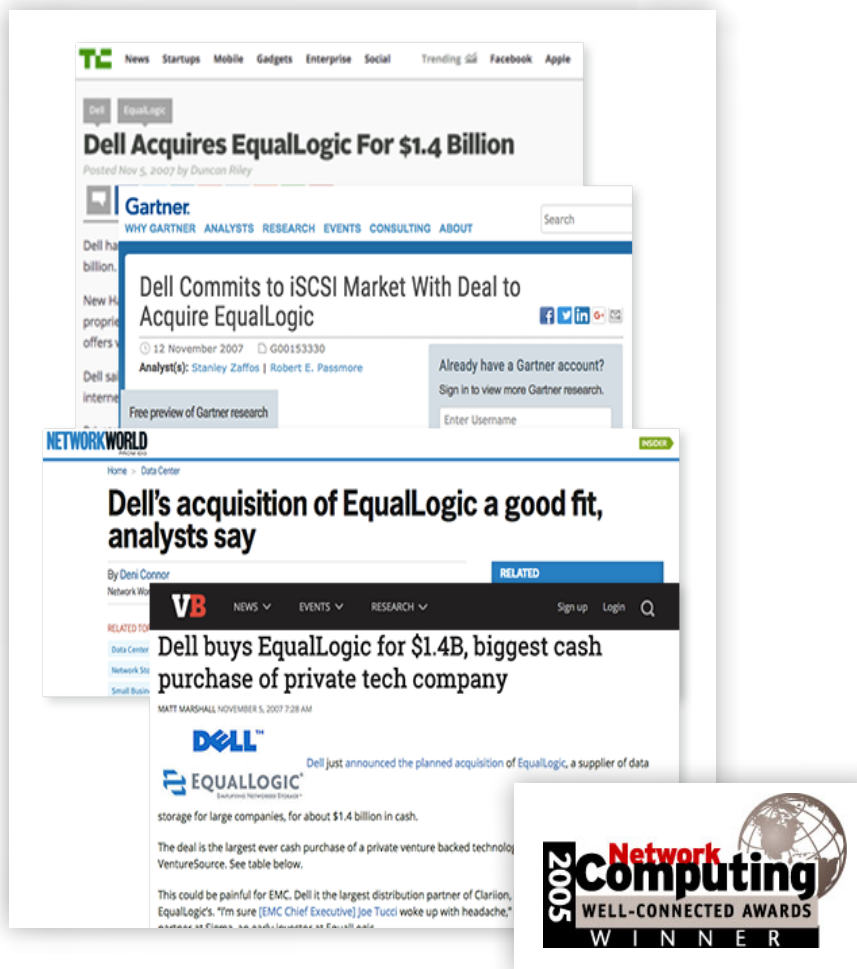
**Location:** Nashua, NH

**Website:** [www.dell.com](http://www.dell.com)

*“When Dell acquired the company in February of 2008, they were amazed at the amount of industry buzz we had created in our PR efforts. I owe a lot of this to the **solid relationships the Metis team built with the press and analysts that covered this segment of the market. A truly outstanding effort...**”*

– John Joseph, former vice president of marketing, Dell EqualLogic

# Highlighted campaign examples



## Results

Positive product reviews (*including Network Magazine, eWeek*) and award recognitions (*including Network Computing, Computerworld*) from top-tier trades.



# 100

customer success stories created



# 2,900%

increase in customers



# \$1.4

billion acquisition by Dell