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Case Study: QLogic

Seeking to augment its mainstream Fibre Channel adapter revenue, QLogic developed FabricCache, the world's first caching SAN adapter, and partnered with Story PR to promote its launch. Since the decision was made in June 2012 and the adapter wouldn't be available on the market until the spring of 2013, QLogic opted to do a technology launch in September 2012, followed by a product launch in April 2013.

Story PR's Michael Schoolnik went to work, securing 14 analyst briefings with firms such as ESG, Forrester, and Gartner and Storage Switzerland, and lining up 12 media briefings on what was called Mt. Rainier Technology with publications such as Computerworld, EE Times, eWeek, and Storage Review. The result was more than 20 feature articles in key industry publications covering storage, server acceleration, and SSDs, along with half a dozen analyst notes and reports on the new technology throughout the fall of 2012.

Despite the challenge of re-introducing the FabricCache product just four months after the technology launch, Michael Schoolnik secured a dozen analyst briefings and eight media briefings, resulting in a strong launch with more than 45 feature articles over the period from January through June 2013. In addition, Story placed two contributed articles about FabricCache that further positioned and differentiated the product in the public eye.

FabricCache clearly rose to the top of editors' radar during and after its launch. Follow-on contributed articles kept the product top of mind and resulted in a Product of the Year award for FabricCache in SearchStorage, and a "Coolest Flash Storage Products of 2013" award by CRN.

Although FabricCache has several competitors in the marketplace, it continues to garner the most attention and accolades. A solid launch and a solid product made FabricCache a success for QLogic.