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Case Study: Pica8

Story began working with Pica8 in late 2012. As a startup in the rapidly changing software defined networking (SDN) market space, Pica8 was entering a crowded, noisy market with a limited PR budget and an immediate need to announce news.

Within two weeks, Story had compiled a comprehensive media, blogger, and analyst target list, and had pitched a Pica8 reference architecture announcement to key editors and analysts. Story garnered more than 25 articles about the news, including stories in *Light Reading*, *Network World*, *The Register*, *Silicon Angle*, and *The Wall Street Journal*.

Following the initial launch, Story arranged briefings with analysts covering SDN for Current Analysis, Gartner, ESG, IDC, Infonetics, and 451 Research, among others, and leveraged these briefings for supporting quotes in additional press releases. This activity gave Pica8 strong and ongoing visibility in the press, backed by third-party validation from the analyst community.

One result of contacts with the analyst community was placement of a blog in *Infoworld's* New Tech Forum feature, to which Pica8 VP of marketing Steve Garrison and analyst Seamus Crehan contributed a piece on the rise of the white box switch market.

More recently, Story has been promoting Steve Garrison's blogs to the news and blogger communities (achieving the first external blog posting within 24 hours), and we successfully promoted Pica8's SDN Starter Kit, garnering more than 25 articles, which generated a record number of inbound sales opportunities for Pica8.

Despite the entry of larger, better-financed companies into the SDN space, Pica8 remains a key player in its market.