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Communications Results  
for Technology Companies

## **Case Study: SandForce**

SandForce entered the SSD marketplace with a controller that significantly outperformed other offerings. With help from Story PR, SandForce executed a flawless company launch and rapidly gained top of mind in the SSD space – a position it occupied until its acquisition by LSI Corporation in 2011.

Story engaged with SandForce in 2009. Our challenge was to make a big splash in the media and analyst communities on a tight budget, and in a limited period of time. Engaging with SandForce three months before its launch date, the Story team had to act fast to build media and analyst target lists and help SandForce prepare launch materials. One element of the strategy was to prepare a bylined article showcasing the value of SandForce's approach and have it appear contemporaneously with the launch.

Story quickly built analyst and media target lists covering every outlet that focused on SSDs, and arranged briefings with more than 20 analysts, including Enterprise Management Associates, Forrester, Gartner, IDC, and Storage Switzerland. We also arranged briefings with more than a dozen media outlets, including ComputerWorld, EE Times, Electronic Design, and InformationWeek.

The launch was a huge success, generating 33 feature articles, and the strength of SandForce's product made it a regular topic of the news until its acquisition by LSI. In all, Story PR generated several hundred articles for SandForce in the 18 months we were its agency of record.