

Event Best Practices Case Study

Event Best Practices

- Structured Approach: PRE, SHOW, Follow-Up
- Develop project plan and get buy-in from all participants for all PRE, SHOW, and Follow-up activities
- Event plan should include:
 - Goals (Hard Metrics and Soft Objectives)
 - Target Audience
 - Project Plan
 - Communications Rhythm
- Programs & Tactics:
 - Event Materials
 - Offers
 - Traffic Gimmicks
 - Lead Capture (business card strategies)
 - Giveaways
- Key Success Factors:
 - Executive Champion
 - Event Project Manager
 - Booth Team: Executive, Sales, Service, Technical

Situation Overview

Diligent Technologies Overview

- Disk-based backup and recovery software solution
- 2004, \$12 million in sales
- Venture backed
- Founded in 2002
- Two person marketing department
- Strong connection with EMC
- Goal IPO

Engagement Overview

- Product launch at Gartner Event
 - Channel partner programs
 - End-user programs
 - PR

Goals

- Successful product launch
- 26 end-users signed
- 6 channel partners

Goals

- Successful product launch
- New website
- 26 end-users signed
- 6 channel partners

Website

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TECHNOLOGIES

SEARCH | VAULT

- PRODUCTS**
- ABOUT US
- SUPPORT LOGIN
- PARTNERS
- SERVICES/SUPPORT
- PRESS ROOM
- CONTACT US

PRODUCT OVERVIEW

- PROTECTIER
- HYPERFACTOR
- VTF OPEN
- VTF MAINFRAME

PROTECT MORE. STORE LESS.

NEWS & EVENTS

- :: April 20, 2005**
Diligent & Nexsan Partner to Deliver VTL Solution [\[read\]](#)
- :: April 19, 2005**
Diligent Named as Red Herring 100 Finalist [\[read\]](#)
- :: April 20, 2005**
Diligent & transtec Announce OEM Agreement [\[read\]](#)

READ MORE NEWS

CLIENT CASE STUDIES

VTF Mainframe

"I think it's a great product. It's buying us slots in our silo with faster run times for the batch jobs, and once it's set up, it really runs itself."

— University Associate Director of Enterprise Systems Support

READ CASE STUDY

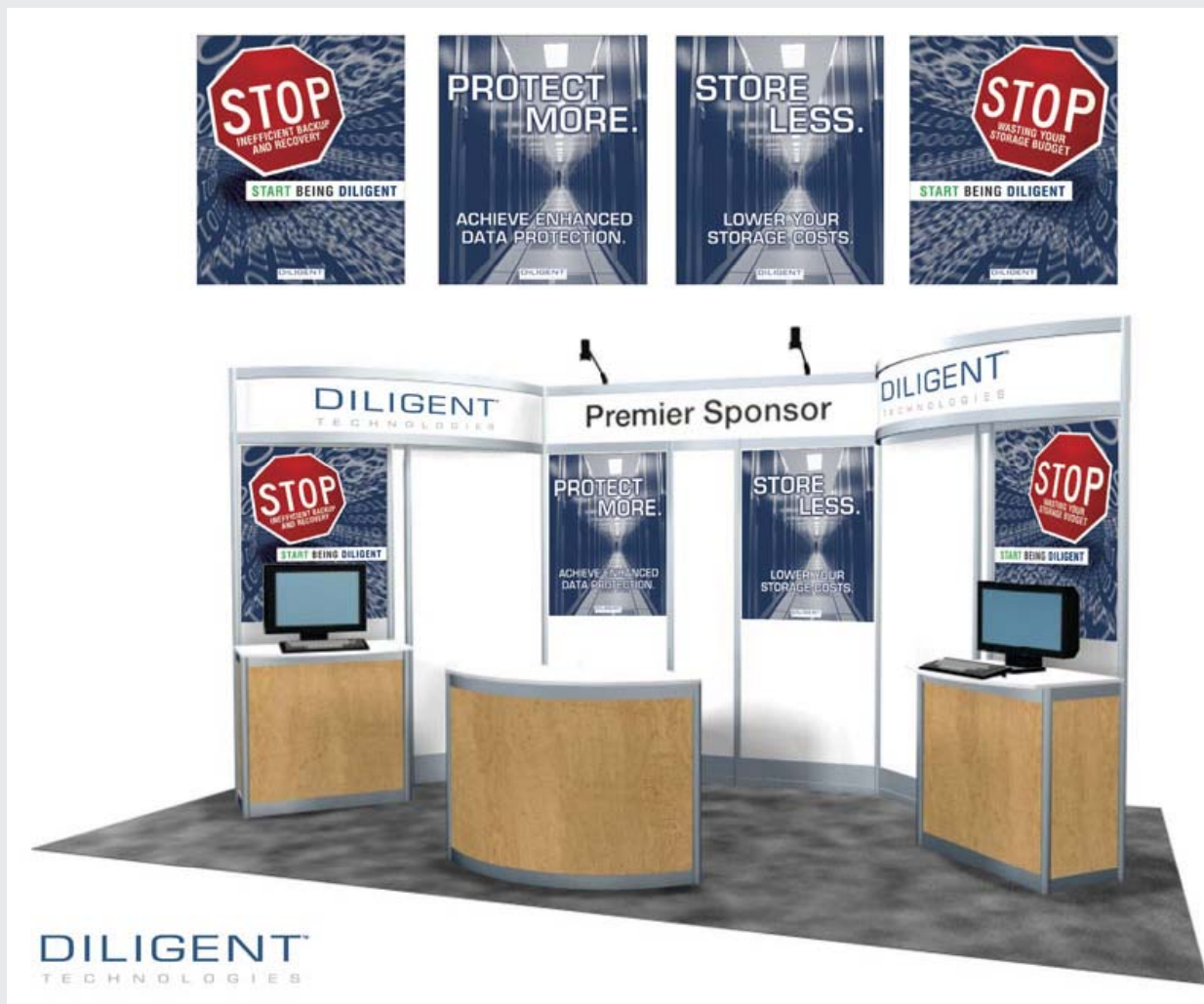
DEMONSTRATIONS

<p style="text-align: center;">ProtectTIER</p> <p style="font-size: 0.8em;">Lorem ipsum dolor sit amet, conssaur adipiscing elit, sed do eiusmod.</p> <p style="text-align: center; background-color: #c00; color: white; padding: 2px;">PRODUCT DEMO</p>	<p style="text-align: center;">HyperFACTOR</p> <p style="font-size: 0.8em;">Lorem ipsum dolor sit amet, conssaur adipiscing elit, sed do eiusmod.</p> <p style="text-align: center; background-color: #c00; color: white; padding: 2px;">TECHNOLOGY DEMO</p>
<p style="text-align: center;">VTF Open</p> <p style="font-size: 0.8em;">Lorem ipsum dolor sit amet, conssaur adipiscing elit, sed do eiusmod.</p> <p style="text-align: center; background-color: #c00; color: white; padding: 2px;">PRODUCT DEMO</p>	<p style="text-align: center;">VTF Mainframe</p> <p style="font-size: 0.8em;">Lorem ipsum dolor sit amet, conssaur adipiscing elit, sed do eiusmod.</p> <p style="text-align: center; background-color: #c00; color: white; padding: 2px;">PRODUCT DEMO</p>

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Gartner Event Show Booth



Trade Show

solving the value equation




Promotional Item and Room Drop

Hyperpass

13-16 JUNE 2005

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**PROTECT MORE.
STORE LESS.**

BE DILIGENT.

REGISTER AT BOOTH 4...AND WIN!

GARTNER PLANETSTORAGE EVENT



START BEING DILIGENT

Bring this pass by **BOOTH 4** or stop by our hospitality event to register for a chance to be one of four lucky people to win a **\$500 AMEX gift card.**

STOP WORKING THE SHOW. START HAVING FUN.

Join **DILIGENT TECHNOLOGIES** for an entertaining event filled with delectable food and expertly mixed drinks.

STOP RISKING YOUR DATA Happy Hour
Wednesday, June 15, 2005
5:30-8:30PM
Room 1239

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Announcement E-mail

[LEARN HOW] Diligent has changed data protection by downloading a complimentary "New Metrics of Disk-based Data Protection" White Paper.

INTRODUCING DILIGENT TECHNOLOGIES' PROTECTIER!

ProtectTIER powered by HyperFactor:

- :: Radically reduces infrastructure costs
- :: Provides **100%** data integrity
- :: Deploys quickly, easily and without disruption
- :: Increases the capacity of disk systems by **25 times or more**

With ProtectTIER you can **PROTECT MORE, STORE LESS**, and stop making painful tradeoffs in your data protection infrastructure.

[CLICK HERE] to download your complimentary White Paper on "New Metrics of Disk-based Data Protection" by Michael Peterson, President of Strategic Research Corporation. The myth of tape being cheaper than disk has been broken!

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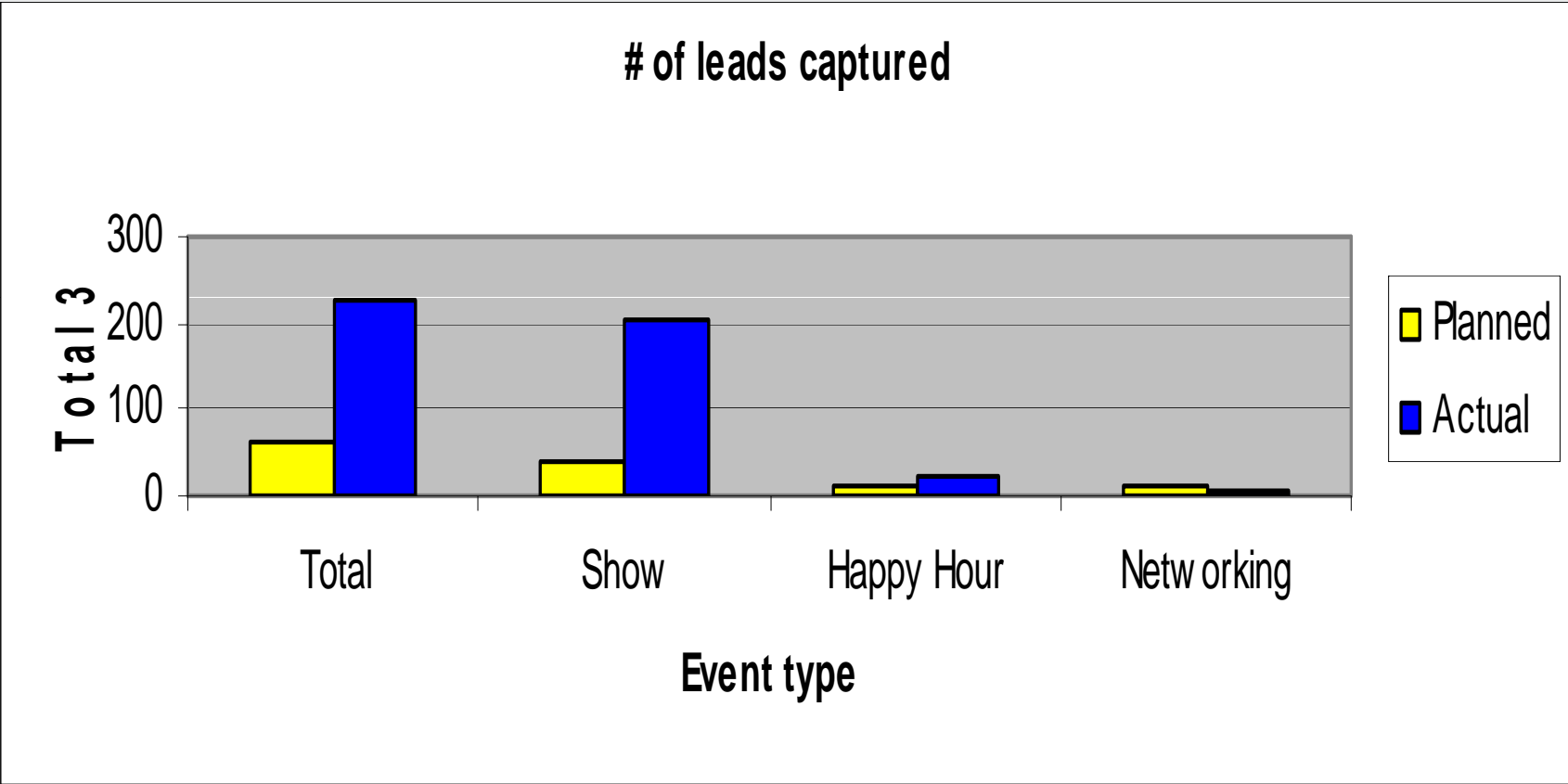
**25X MORE
STORAGE CAPACITY**

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TECHNOLOGIES
PROTECT MORE. STORE LESS.

PR Mentions

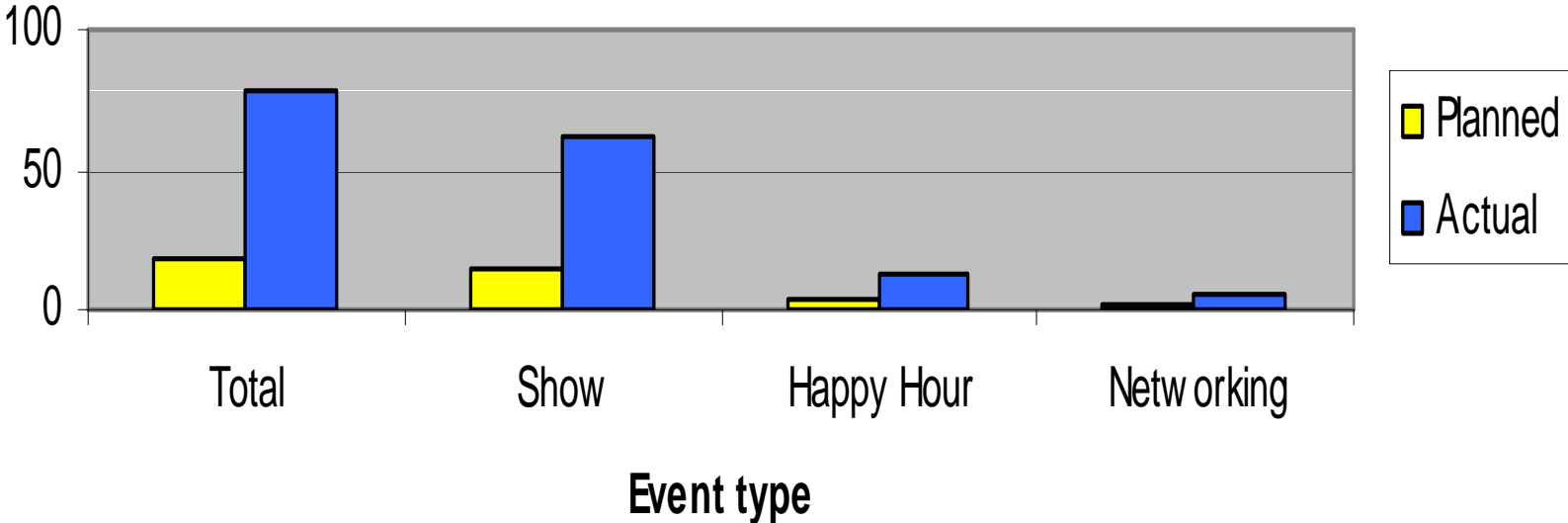
- Fortune
- CNN
- Mass High Tech
- Byte and Switch
- Gartner Case Study

Gartner Show Results



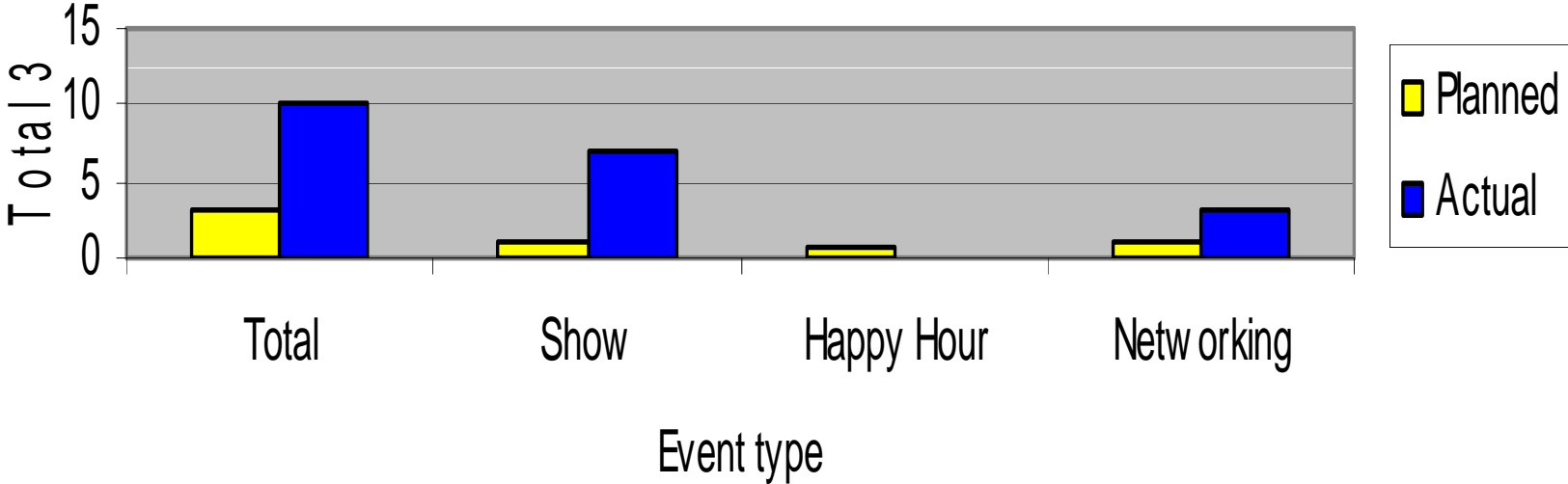
Gartner Show Results

of qualified leads



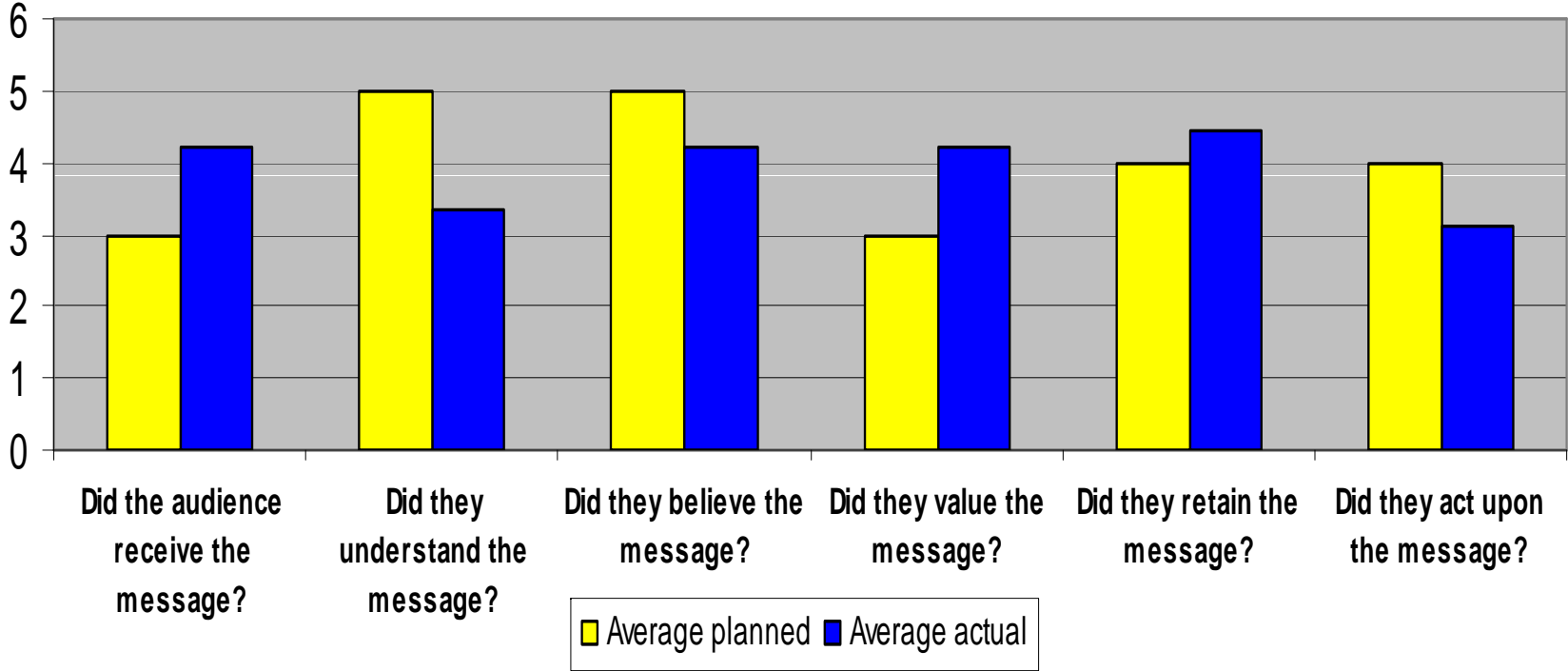
Gartner Show Results

of follow up meetings set



Gartner Show Results

Objectives



Summary:

- ✓ Metrics approach to events
- ✓ Focused on qualified prospects to drive sales faster
- ✓ Integrated direct marketing
- ✓ Pre, during and post show programs
- ✓ Cutting edge marketing and sales practices for small and fast-growing companies

Results:

IBM ACQUIRES STORAGE COMPANY DILIGENT TECHNOLOGIES

ARMONK, NY and FRAMINGHAM, MA -- April 18, 2008 -- IBM today announced it has acquired Diligent Technologies, a privately held storage “de-duplication” technology company headquartered in Framingham, Massachusetts with research and development located in Tel Aviv, Israel. Diligent’s technologies and employees will become part of the IBM System Storage business unit of the IBM Systems and Technology Group. Financial terms were not disclosed.

Diligent develops in-line data de-duplication software that is integrated with server and storage infrastructures to help organizations significantly reduce the amount and cost of physical storage required in data centers. Enterprise and mid-sized organizations are faced with data centers that are reaching a breaking point of complexity and manageability, while at the same time experiencing explosive demands for storage for new data, transactions, email and back-up files.

Data de-duplication is an emerging technology that organizations are investing in today and Diligent’s innovative technology provides a single solution to support data protection, archive and data-retention applications – all while maintaining the integrity of the data.

The Diligent acquisition will be an important part of IBM’s New Enterprise Data Center model, which helps clients improve IT efficiency and facilitates the rapid deployment of new IT services for future business growth. The new model is based on best practices for virtualization, green IT, service management and cloud computing.