



Client

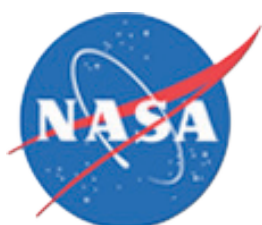
Rainfinity

Services delivered

Event support
Stand design
Case studies
PR
Press launches
Marketing strategy

"...Tremendous creativity in addressing our business objectives. An excellent resource that added value above and beyond our initial focus..."

Jack Norris
CMO
NASA Rainfinity



Actually, this is rocket science

NASA defined the expression 'mission-critical', because Space is an extremely unforgiving environment, and if you break down, there's no RAC to get you home.

As a result, NASA vehicles, such as the Space Shuttle, tend to be over-engineered, but in space weight equals cost, so over-engineering for safety has to be balanced with the budget.

Currently it costs over £20,000 to lift just 1 kilogram into orbit, so NASA is continually seeking to find ways to reduce unnecessary load.

NASA has a long history of innovation, driving the creation of new tools, materials and technologies for the space programme. Many of the things we take for granted today, from flat-screen TVs to sports bras, were originally developed to support the space programme.

Joint ventures create success

Often these innovations come from joint ventures, one of which is Rainfinity, which was set up at CalTech to find ways of using software to reduce the number of computers needed on board the Space Shuttle, and bring down the weight of computer hardware.

The Rainfinity product was a very clever piece of software engineering that used software to replace numerous hardware boxes to manage and capture data. Today it is a key part of EMC's network storage virtualisation toolkit, but in the early part of the millennium, Rainfinity was far from well-known, despite its awesome pedigree.

One of the company's challenges was that its first commercial development of the software was a scalable firewall, but it lacked the commercial clout to compete effectively with established players.

It then produced a very clever device that allowed you to hook together multiple broadband lines, and enjoy high bandwidth at much lower prices.

Marketing challenge

Bringing their products to market was an interesting challenge - there were already numerous products available that did the same job, and although they lacked the "failure is not an option" approach of the NASA technology, they were a lot bulkier, used much more energy, but came in at a fraction of the price.

Our approach to helping Rainfinity break the market took a variety of routes. The management's endgame was always to sell the company to an OEM that would incorporate the technology into its own products, but before that could be achieved, they needed to prove that the market existed.



That meant building enough of a customer base to prove the viability of the product.

The company operated in the US and UK, but much of the marketing innovation came from the UK. From the outset, we got the company to punch well above its weight, despite the tight budget.

This involved setting up demonstrations and trials and documenting the results and benefits in a variety of everyday environments from housing associations to call centres and trading floors.

Strong press coverage

A strong programme of case studies led to good press coverage, and we leveraged our contacts in the IT press to engage with the company's CTO, even at one stage running a press launch on a 60' motor launch.

At the same time we developed an awareness programme, which included exhibiting at trade shows, building further coverage on technical angles affecting virtualisation in the key press, producing quality sales collateral, sharpening the digital presence, and developing a social media programme.

The strategy worked. In 2005 Rainfinity found its buyer, EMC Corporation, and their technologies are now widely used across EMC's product range.

“They showed tremendous creativity in addressing our business objectives. They provide an excellent resource that adds value above and beyond our initial focus.”

Jack Norris, CMO , NASA Rainfinity

