

Establishing style and tone for marketing messages

Situation

A local agency hired Kostik Associates to serve as lead writer on the marketing communications account team for its client, Xyratex, a \$1.2 billion, publicly held technology company with headquarters near London and major U.S. operations in the San Francisco Bay Area and Orlando.

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Historically, the company has gone to market through its OEM partners, who architect and integrate Xyratex' products into their solutions. This model worked splendidly, but change came to the company in the summer of 2012 with the launch of the ClusterStor 6000 – a revolutionary new data storage technology for the high performance computing and Big Data industries. The company decided to take the ClusterStor product family to the market *with* its partners; now, for the first time, the company is marketing, selling and supporting products with its partners using its own name and brands.

Our assignment was to execute the first phase of the new marketing strategy – creating copy for the launch of a new Xyratex website that would establish a style and tone for the Xyratex brand.



Approach

We worked to create style and tone that are clear and concise, reflecting bold confidence. While the business of the company is technology, the core of the company is a team of highly skilled, innovative engineers and scientists. Because of this, the company's story is told in first person – “We're Xyratex...”



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Data storage is our business. Innovation is our passion.



xyratex

Products & Solutions

Investors

Innovation

Support



Innovation

Our Passion for Innovation

We're Xyratex. An innovative data storage technology company with more than 25 years of experience. Our business is data storage — our passion is innovation. Our creations for the cloud deliver superior user experience, with the fastest and most reliable data access boosting confidence in the security of precious information and memories. Our HPC innovations improve our everyday quality of life, from building safety to energy efficiency to accelerating drug discovery.



Innovation Working for You

Our aggressive investment in innovation produces benefits that show up on our customers' bottom lines. Though you probably haven't seen our name on your equipment, you'll probably find our technology as the basis for many of the solutions in your datacenter. We estimate that Xyratex



technology was used in the production of more than half of all hard drives in use worldwide. We've led the way in developing disk drive test and process automation equipment as well as highly reliable and ultra-dense enterprise storage, and now we're blazing the trail in high-performance and big data computing.

We leverage our knowledge and experience-based understanding of customer data storage needs to relentlessly push beyond traditional boundaries. That's how we've been able to create and deliver a fresh, ground-breaking design approach to enterprise class storage that meets the specific needs of High Performance Computing and its ever-expanding scale. That's how we will continue to advance computing and storage capabilities to serve our customers' needs.

Advancing the State of the Art

As advanced as our enterprise class storage products are today, we know we – and the industry – need to find new and different technological solutions to meet data storage demands in the short and long-term futures. We're following a three-pronged approach in our innovation efforts:

Leveraging our Intellectual Property. The same team who earned more than 400 patents and developed, refined and delivered related technologies works every day to build on this core and find ways to create even more customer value.

Building a Network of Innovation. We work closely with our key partners and customers to develop integrated approaches to the design, development and production of technology solutions, because we realize that collaboration is essential to meeting our industry's changing storage needs.

Investing in Fundamental Research. We have research partnerships with leading academic

