



Brand Awareness



SimpliVity is not only one of the fastest growing technology companies in Massachusetts, but is also one of the biggest players in the red-hot hyperconverged infrastructure industry.

In early 2015, **SimpliVity** was in the process of raising its Series D funding round of \$175 million. In addition to being an exciting piece of news for the company's PR program, the new funding would value **SimpliVity** at \$1 billion, giving them a highly coveted place in the exclusive unicorn club. Armed with this information, the Version 2.0 team orchestrated a bulletproof execution plan to maximize the exposure and coverage of **SimpliVity's** funding news and by extension, to raise awareness for the company as a global tech behemoth.

*Version 2.0 not only greatly exceeded **SimpliVity's** expectations for funding coverage, it laid the foundation for a successful PR program more broadly in the future.*

PROGRAM PLANNING AND STRATEGY

Version 2.0 was tasked with creating a strategy that enabled **SimpliVity** CEO **Doron Kempel** to gain maximum exposure for the company and market story, in an interesting and compelling way. Version 2.0 aimed to build on existing relationships with top-tier business and IT trade press – all while supporting the broader goals of the PR program, which included positioning **SimpliVity** as the leader in hyperconverged infrastructure, showing its product innovation and superiority, and demonstrating market momentum and success.

To do this, the Version 2.0 team executed a multi-pronged media strategy that spanned several weeks to ensure the news reached all of the media that mattered. First, Version 2.0 worked closely with the **SimpliVity** team to draft the news announcement, finalize key messaging and usher the release through many rounds of review cycles with company executives and the lead investor. Once finalized, Version 2.0 offered select, trusted press the news under embargo and set up pre-briefings with Kempel for stories that would appear when the news broke. For the broader universe of IT trade and business press, Version 2.0 conducted broad, day-of outreach, offering phone briefings to those who needed additional details to cover the news. Finally, for the influencers who weren't able to do 1:1 phone briefings, Version 2.0 coordinated a conference call for media and analysts where Kempel provided a high-level update on the news.



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THE WALL STREET JOURNAL.

BUSINESS
INSIDER

The Boston Globe

Forbes

VentureBeat

RESULTS DOCUMENTATION

Version 2.0's extensive strategic planning, stellar organization and quick thinking blew expectations and results out of the water. Version 2.0 set up 16 pre-briefings with IT trade and national business press, resulting in 12 pieces of top-tier press coverage the day the news hit (57 total for day-of coverage), including in-depth funding stories with **The Wall Street Journal**, **Business Insider**, **Re/code**, **The Boston Globe** and **VentureBeat**, and two articles in **Forbes**. In total throughout 2015, **SimpliVity** received 103 pieces of U.S.-based coverage related to this funding round. Sixty percent of all global coverage included **SimpliVity's** strategic messaging – that of the fastest hyperconverged vendor to reach \$1 billion valuation in less than two years of selling product. As the **SimpliVity** CEO spoke with dozens of reporters, relationships were established and built upon. **SimpliVity** received more inbound inquiries from reporters than ever before, acknowledging the company's expert insight into the hyperconverged space and national innovation scene and raising awareness for hyperconverged infrastructure.