



A grand entry into the European storage market

Customer Profile

Customer Nexsan Technologies, Inc.

Challenge As part of Nexsan's initial launch into Europe, establish the company's name within the UK and German markets. In the long term, undertake projects and activities to further support Nexsan's growing presence within Europe.

Target Audience Trade press and potential reseller partners, as well as end-users.

Solution A PR campaign that incrementally increased the profile of Nexsan within the UK and German markets in the six months preceding CeBIT culminating in a 'big bang' presentation. Nexsan is now accepted as a local player.

- Results**
- Nexsan significantly increased awareness within the target market through comprehensive and ongoing press coverage.
 - As a result of CeBIT, Nexsan has contracted with eight additional and industry leading resellers in Germany and now has a solid reseller network.
 - More than 200 qualified sales leads established at CeBIT 2004, helping to result in burgeoning European sales for Nexsan.
 - Known as an international company, Nexsan is now also accepted as a local player within the UK and German markets.

Nexsan Technologies is an American-based enterprise renowned for storage-centric hardware- and application-based solutions. Since its formation in 1998, Nexsan has earned a reputation for innovative solutions that deliver maximum performance at an outstanding price. As a result, Nexsan consistently receives the highest industry awards. For example, Nexsan's InfiniSAN™ ATABeast™, a multi-terabyte disk array, was judged the Best of Comdex 2003. The ATABeast also received the 2004 Best Product award at the Storage Industry Awards in London.

Nexsan installations worldwide now number in the tens of thousands. In 2003, after impressive success in America, Nexsan decided to focus its attention on Europe. Nexsan's approach is a textbook example of how the European market can be entered successfully.

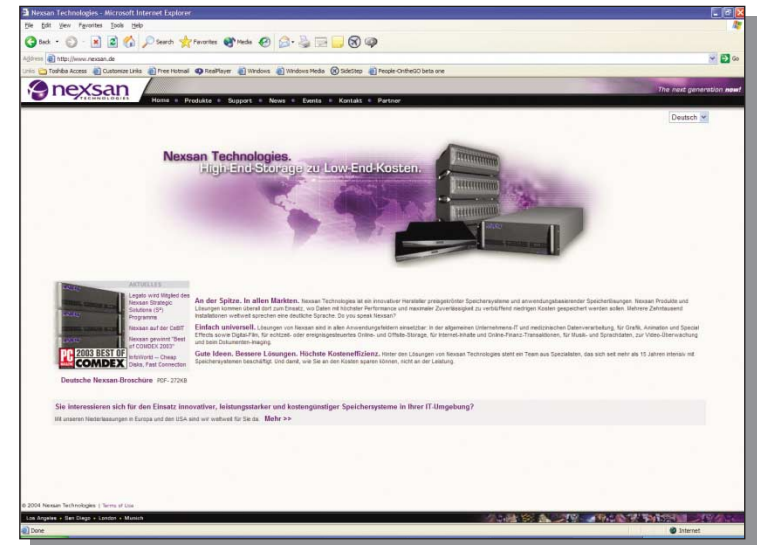




MaCS translated and adapted an existing Nexsan brochure to suit the preferences of the German market. This was far more than a text adaptation. The layout, style, colors and images were all redesigned.



Inside layout of the German-language brochure.



MaCS created a partly localized version of the Nexsan website. This includes continually updated local information such as press releases, clippings, events, and marketing programs.



Within the shortest possible time and under tight deadlines, MaCS created a successful presence for Nexsan at CeBIT 2004, Hall 1.

Aiming for success, not disappointment

“Europeans are skeptical when it comes to U.S. firms. Too often Americans appear in Europe, make great pronouncements and then disappear never to be heard of again,” says Wolfgang Tittmar, President of MaCS. “It’s the chicken and egg paradox; Europeans want a commitment to the market, but many American companies don’t want to make one until they can see a return. The result can be disappointment on both sides.”

To avoid just such disappointing results, Nexsan realized that it would need to commit significant resources in order to make its launch a success. So Nexsan sought a partner that knew Europe and had a proven record in introducing companies into the market. After an intensive search, Nexsan selected MaCS to launch an awareness building PR campaign in both the United Kingdom and the German-speaking countries (Germany, Austria, Switzerland), and follow it up with a grand market entrance via CeBIT 2004.

Nexsan meets the press — and delivers a surprise

MaCS began working with Nexsan in the fall of 2003. Within a matter of weeks, Nexsan received significant, positive European press attention. MaCS structured the tempo of press releases so that they reached a crescendo in the period leading up to CeBIT. In all, MaCS delivered information about Nexsan to more than 60 different media outlets and conducted intensive discussions on Nexsan’s behalf.

In addition, MaCS organized a press tour that introduced Diamond Lauffin, the senior executive vice president of Nexsan, to the press, building upon the existing goodwill established through the PR activities.

While editors and journalists were impressed by Mr. Lauffin and Nexsan’s products, many were surprised when he told them Nexsan would attend CeBIT 2004 and have a presence in Hall 1. Many believed he was underestimating the amount of time needed to book and prepare for CeBIT, the world’s largest Information and Communications Technology (ICT) tradeshow. A presence in Hall 1, the most prestigious location in the trade fair, is difficult to attain. Many companies also spend months carefully planning their CeBIT presence to ensure they make the maximum use of the exposure — and failure to take CeBIT seriously can mean products are lost amongst the competition.

The general consensus was that neither Mr. Lauffin nor Nexsan knew what awaited them at CeBIT. But Nexsan, true to form, intended to make a splash, and used MaCS’ local expertise and contacts to do just that.

At CeBIT, Nexsan wanted to:

- Generate further market awareness
- Attract end-users to their stands
- Meet industry journalists, editors and commentators
- Schedule a series of meetings with potential resellers

This latter point was particularly critical for Nexsan, because it sells its products exclusively through partnerships. Nexsan needed to establish a strong European distribution network to achieve success. CeBIT was an important element in this context.

MaCS helped Nexsan select booth space, install the stand and advised as to which activities would generate traffic at the booth. MaCS proposed putting a bar in the booth — common practice at European trade shows, but uncommon in the United States.

“The difference between American and Europe is more than a matter of language,” says Brendan Kinkade, Nexsan Vice President of Marketing. “The bar was a perfect example. MaCS argued it was an essential element in our CeBIT presence. While it is unusual from an American perspective, it is common in Europe. We went with MaCS’ judgment and it proved a brilliant idea. It helped make us look like a local player and showed we were serious about the market. People were much more open to us.”

“Although you wouldn’t necessary believe it, Europe does tick differently to America. Having a highly skilled and competent partner like MaCS meant that we appeared as a serious local player right from the outset — and the benefits have flowed from this.”

Brendan Kinkade
Nexsan Vice President of Marketing

Reaping the rewards

As a result of its CeBIT presence, Nexsan established contracts with eight new and industry leading reseller partners and received more than 200 qualified leads. Now, Nexsan is beginning to reap the sales rewards for its commitment.

Marketing for the pitch

In parallel to their PR activities, MaCS developed a marketing and communications strategy specifically designed for Europe. MaCS complemented the existing Nexsan English-language website, by developing a localized German version. In addition, MaCS localized Nexsan’s key collateral, including the company brochure and product documentation, to match the understanding and expectations of the local market. This meant that while Nexsan was going global as a company, it was developing a reputation as a local player within its developing markets.

About MaCS

Founded in 1994, MaCS is a full-service B2B marketing communications and PR agency with extensive experience in the European market. MaCS specializes in lead-generation programs, sales tools, and public relations activities for the high-tech industry. Our clients include global and European IT companies, as well as American companies commencing or developing business in Europe.

MaCS – Marketing Communications Services for Europe

MaCS USA: MaCS Inc. • 795 Folsom Street, Suite 100 • San Francisco, CA 94107
Phone: +1 415 848 2437 • Fax: +1 415 358 8076 • www.macs-us.com

MaCS Germany: MaCS GmbH • Mittenheimer Strasse 4
D-85764 Oberschleissheim • Phone: +49 89 31 57 12-0
Fax: +49 89 31 57 12-48/55 • www.macs.de

MaCS UK: MaCS • Highbridge • Oxford Road • Uxbridge, UB8 1HR
Phone: +44 870 735 4150 • Fax: +44 870 735 415 • www.macs-uk.com

MaCS Austria: MaCS GmbH • Technologiepark Villach • Europastrasse 8
A-9524 Villach • Phone: +43 4242 9003 4100 • www.macs-at.com

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