



INDICATE MEDIA CLIENT SUCCESS STORY

Client: Packet

Practice Areas: Technology, Infrastructure, Cloud Computing

Capabilities: Strategy, Messaging, Media and Analyst Relations

Overview

Founded in 2014, Packet's proprietary technology automates physical servers and networks without the use of virtualization or multi-tenancy to provide on-demand compute and connectivity. Customers can either build on Packet's public cloud service or leverage advanced automation software to enable their own private compute infrastructure. The company is headquartered in New York City and maintains an advanced global IP network between its data center locations in New York Metro (Parsippany, NJ), Sunnyvale (CA), Amsterdam (NL) and Tokyo (JP). Packet is a member of the Cloud Native Computing Foundation (CNCF) and supports many open source projects, including Memcached.org, which uses Packet to perform automatic performance and burn-in testing of new features.

The Objective

In June 2016, Packet began working with Indicate Media with the objective to raise the company's brand awareness within their target audiences (developers, devops-forward companies, and traditional IT companies) and build relationships with key analysts and reporters in the infrastructure space. Packet had two major upcoming announcements they wanted to get media coverage for: Series A funding from SoftBank and the launch of ARMv8 servers.

The Strategy

Indicate Media planned and implemented a strategy where we:

- Worked closely with Packet to develop and solidify the company's messaging and story
- Set up briefings with key industry analysts from Gartner, Forrester, RedMonk, Structure Research and others
- Arranged media interviews with the WSJ, Fortune and other top media outlets for the company's news announcements

The Challenge

As a startup in a very large ecosystem of infrastructure and cloud computing, it was important to differentiate Packet from others in the space and tell that story in a clear and compelling manner. Packet also works closely with many partners in the developer and infrastructure worlds, so it's critical to make Packet's value proposition front and center while working towards mutual success with these various companies and suppliers.

The Results

Indicate Media worked with Packet to develop and refine the company's messaging and story - from the larger high-level market opportunity all the way down to the corporate fact sheet. With that foundation, we successfully pitched and secured interviews and top media placements for both major 2016 company announcements including *Fortune*, *WSJ*, *The Register*, *ZDNet*, *Network World*, as well as mentions in industry analyst blogs including *Gartner* and *451 Research*.

"Indicate Media has amplified the energy, creativity and ambition of our fast-growing startup with smart, strategic counsel and good old fashioned hustle. Looking back, what stands out from other PR relationships is the depth to which Indicate Media dug into our business and internalized our mission. As a result, we're thrilled to have benefitted from both solid media traction, as well as steady, results-oriented strategic council."

- Jacob Smith, SVP Engagement for Packet