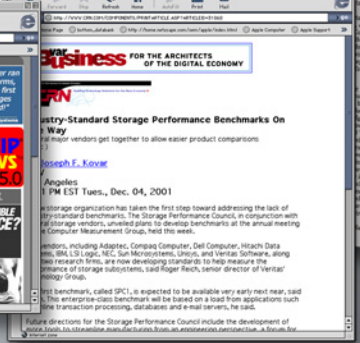


STORAGE PERFORMANCE COUNCIL (SPC)



LAUNCHING THE STORAGE INDUSTRY'S FIRST BENCHMARK

ORGANIZATION

The Storage Performance Council (SPC) is the only industry standards organization that defines and promotes storage benchmarks and provides objective, relevant and verifiable performance data and related test tools to the computer industry and its customers. Members include Adaptec, Compaq, Dell, The Evaluator Group, Hitachi Data Systems, HP, IBM, Ideas International, LSI Logic Storage Systems, NEC, Sun Microsystems, Unisys and VERITAS Software.

CHALLENGE

The SPC asked Origin to support the launch of the SPC Benchmark-1™, the first industry-standard benchmark for enterprise storage systems. The SPC was launching the benchmark at the Computer Measurement Group (CMG) Annual Conference, a timeline that provided just six weeks to plan and execute a full-scale public relations campaign.

STRATEGY

Origin developed an aggressive, high-profile launch plan that included a press tour with editors and reporters in the storage trade press and computer industry publications and meetings

with top-tier analysts. Origin also developed consistent, compelling messages and accompanying press materials. Origin worked closely with the SPC and member companies' public relations teams to develop the most effective press materials and communication channels.

RESULTS

The SPC Benchmark-1 launch was a huge success at the CMG conference industry and Origin's campaign created widespread industry awareness. Feature-level coverage for the SPC-1 launch included InfoStor, Electronic Products, Data Storage, Computer Technology Review, CRN and online coverage at SearchStorage.com, SNWonline.com, Client/Server News, Network Storage Forum and Enterprise Systems Magazine. Origin coordinated briefings with industry analysts from Gartner Group, META Group, Yankee Group, Aberdeen Group, Enterprise Storage Group and the Illuminatus Group. The consistent launch coverage Origin obtained created the momentum for widespread adoption of the SPC-1 benchmark as well as the foundation for future successful SPC-1 benchmarking efforts.

