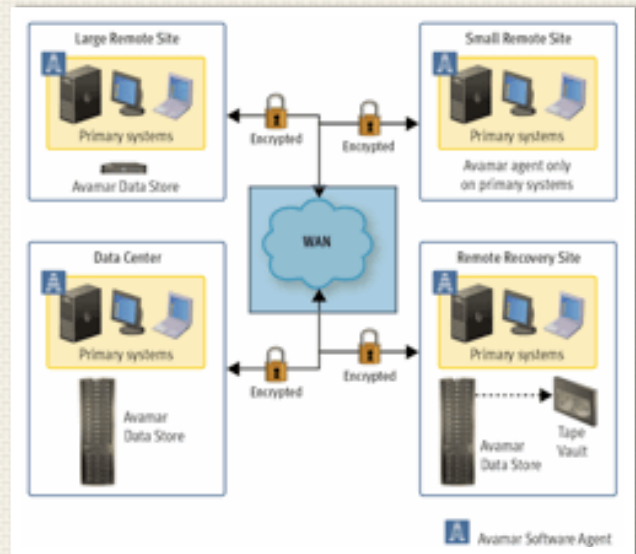


AVAMAR

Avamar Technologies., is a company that provided patented disk-based back-up, restore and disaster recovery solutions since 1999.

Axion, Avamar's main solution, efficiently stores and protects a company's data while providing online accessibility. Avamar's software was highly touted by industry experts but the company had to overcome a huge perceptual juggernaut: Avamar's solution was disk-based and broke from the status quo of tape-based backup systems offered by industry behemoths such as Veritas and IBM.

It was a street fight that pitted a talented yet wiry youngster against a band of chiseled 250-lb prize fighters who knock out start-ups with impunity.



INK developed a strategy that overcame these obstacles and resulted in more than 36 media placements in 2005 ranging from trade media to national business press. .

Coinciding with INK's success, over the last year Avamar achieved the following accomplishments:

- Increase revenue more than 300%, signing five customers from Fortune 200
- Increased the solution provider partner coverage by 500 percent
- Had two "major vendors" launch services based on Avamar technology (IBM "Point in Time Backup and Replication" and STK "ViaRemote")
- Expanded coverage into Europe and already have three production customers
- Won four awards for innovation and customer success

Increased revenue more than 300% signing five Fortune 200



Increased the solution provider partner coverage by 500%

Key Success #1: Trade Media

INK crafted a strategy that aggressively targeted the storage and technology trades. The agency had very little prior experience in the data storage space but immersed itself in the industry and its related media to learn its formats, jargon, key players, news cycles, and most importantly, to develop an industry-specific lens for determining what topics are intrinsically newsworthy and which topics are not worth bothering the media with.

Key Success #2 Turning “boring” technology into a business story

INK constantly monitored the press for breaking national news stories that in some way could be related to storage software and Avamar. The strategy worked and led to coverage in BusinessWeek.com, CNBC Europe, NPR, The Deal, and The Wall Street Journal.

Key Success #3 Transforming Negative Publicity into Positive Publicity

Negative publicity is a reality. One such situation occurred in 2005 when Byte and Switch published a negative review of Avamar. It was reviewed as being in the “Bit Bucket” in the media outlet’s Top 10 Companies of 2005, after having been one of the top ten companies in the 2004 review.

INK assessed the particular reasons the client received the negative review and worked with Avamar to create a point-by-point rebuttal that revealed misunderstandings of the company’s technology and what Avamar viewed as an incomplete assessment of one area of the market. Through diligent and targeted outreach, INK secured two subsequent stand-alone stories with Byte and Switch, including a feature on Avamar CEO Ed Walsh.

Key Success #4: The perfect placement

A number of the hits INK placed included very prestigious media outlets such as The Wall Street Journal, CNBC, and NPR—however, none of these are the hit we are the most proud of. The placement that best represents the success of our campaign is the one garnered in a media outlet that is little known outside of the storage industry. The hit, titled “Hospital Ditches Veritas, tape”, was in Searchstorage.com, a key storage trade outlet. Here is why we take such pride in this particular placement: This placement was born from a slow news period forcing INK to develop alternate methods of getting press.

The logo for StorageWeek, with "Storage" in black and "Week" in red.The logo for The Wall Street Journal, in a black serif font on a white background.The logo for CIO, with "CIO" in white serif font on a red background.The logo for NetworkWorld, with "NETWORK" in blue and "WORLD" in black, underlined.The logo for channelinsider, in a lowercase red sans-serif font.The logo for Bloomberg BusinessWeek, with "Bloomberg" in small red text above "BusinessWeek" in white on a red background.The logo for InformationWeek, with "InformationWeek" in red and "THE BUSINESS VALUE OF TECHNOLOGY" in smaller black text below.