

Customer Testimonials

Client: AMCC Storage/3ware

Objective: Generate case studies showing the benefits of using AMCC's 3ware SATA RAID controllers in a range of markets.

Activities: An incentive was introduced to encourage the AMCC sales team to provide contact details for customers that would make a good case study. Napier contacted the customers directly, researching the details, writing case studies and obtained the necessary approvals for the final text. Customers in the programme ranged from small specialist companies to RTÉ, the Irish national broadcaster.

Results: The programme generated a number of case studies that have been used as sales tools, content for the AMCC website, within direct marketing campaigns, and three case studies were placed as contributed articles in the European Press.