

Launching a Major Product in EMEA

Client: Avocent

Objective: To launch Avocent's MergePoint Infrastructure Explorer as the world's first data management and planning tool in a single product.

Activities: Napier contacted over 60 key editors in the UK, Germany, France and Italy and invited them to meet with Avocent spokespeople at regional press tours to discuss this new and exciting product offering. A press release was issued, supported by press meetings, technical days and ongoing editor outreach across all four countries.

Results: This launch was a hugely successful campaign for Avocent and has as a result positioned the company at the forefront of data centre planning and management in the minds of key editors; subsequent coverage on similar product offerings from competitors has indicated that Avocent now leads the way. Napier secured 23 face-to-face meetings in Europe and achieved 47 items of online coverage.