



# Pure Storage Case Study

Pure Storage, the all-flash enterprise storage company.



## Results



Successful executive-level appointments arranged within key enterprise customers



Sales and marketing strategy developed for rapid expansion



Brand and product awareness increased



## ACCELERATED

Sales cycles accelerated



Pure Storage, the all-flash enterprise storage company



[www.purestorage.com](http://www.purestorage.com)



HQ - California, USA



## BACKGROUND

Pure Storage is a venture capitalist start-up company, which entered the UK market in November 2012. They recently secured \$150 million in funding, which is the single largest private funding in the history of the enterprise storage industry, taking their total funding to an impressive \$245 million. Pure Storage develops leading-edge, all-flash storage arrays technology based on their own software, combined with commodity flash hardware. It is a third generation product, offering more performance, capacity, resiliency, security and better integration.

One of the main objectives of the funding was to accelerate UK and European operations and increase sales and marketing teams globally.



## THE CHALLENGE

Taking a sophisticated, innovative product to market with a new but rapidly expanding company.

Pure Storage had some online presence that had been initiated from the US, but very few customers in the UK and minimal branding or product awareness. Whilst building up their database of contacts, it was critical for them to have sales appointments as quickly as possible.

They approached ProspectAware, who specialise in lead generation and high-level appointment setting, because they wanted to rapidly increase sales through targeted campaigns and face-to-face meetings with senior executives. ProspectAware's brief was to target enterprise companies, with over 500 employees across the UK. It is common for every company to want to increase their sales pipeline, but what makes this campaign unusual is that Pure Storage were starting out with a relatively low UK presence when compared with other more established players.

# A clever short-cut to enterprise growth

## THE DIFFERENTIATOR: CLEVER SHORT-CUT MARKETING TACTICS

ProspectAware's consultants were initially trained on the advanced storage technology and were then instructed to provide ten high quality appointments for Pure Storage.

Generating leads and brand awareness usually takes time, but ProspectAware provided Pure Storage with a short-cut to the conventional marketing methods to create appointments.

Their on-demand appointment-setting service allowed the Pure Storage sales teams to get in front of high-level executives within prospective enterprise companies almost immediately.

Once these initial appointments had been successfully completed, Pure Storage reinvested in ProspectAware for more appointment-setting. They have now also replicated their campaigns in the Netherlands, again using ProspectAware's services.

## MOVING FORWARD

The key investors in Pure Storage have decided to continue using ProspectAware's services in the future to develop more sales leads, which proves that they are delivering on their promises.

The future looks bright for both Pure Storage and ProspectAware.

**10**high-quality  
appointments

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### EXPANSION

Sales and marketing strategy  
developed for rapid  
expansion



Rapid access. **Better conversations.** Faster expansion.

# Rapid expansion. Stronger awareness.

A proven approach. Measurable outcomes.



## Goals and Objectives



Rapid UK and European expansion



Set face-to-face meetings quickly



Build sales pipeline for new starters



Aggressively increase sales pipeline



## Solution



Consultants trained to understand core product and unique sales proposition



Bespoke database of enterprise sized prospects created



Aggressive appointment setting campaign undertaken



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## AWARENESS



Brand and product awareness increased

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“The quality of ProspectAware’s data is excellent. On the whole, they have provided appointments with the correct person to speak to in each company. Some opportunities have longer lead times than others but that is just the nature of sales. Even if some of the appointments have not been quite right, ProspectAware’s customer service is excellent: they are extremely proactive and quickly replaced those appointments with better targeted contacts. They take on board our feedback and respond immediately with viable solutions to potential problems. I would have no hesitation in recommending them.”

**Mark Lewis,**

Product Marketing Director  
for EMEA, Pure Storage



Enterprise targeting. **Quality meetings.** Accelerated growth.