

# Marketing Flash for Success

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## Marketing Flash

- Flash is ubiquitous for ALL primary storage
- There is NOT one Flash
- It is all about Applications, Workloads & Use Cases
  - The right tool for the right job
- Business Outcome Focus
  - Data vs. Storage, SLA's, End User Successes
- Influencers Matter
  - Press, Analysts, Bloggers, References
- Not Everything Requires \$\$\$
  - Awards, Social Assets & Amplification

The image is a composite graphic. At the top, it features three IBM Spectrum logos: Virtualize, Accelerate, and Scale. Below these are several product cards for IBM Spectrum storage solutions, including Storwize V5030F, Storwize V7000F, FlashSystem V9000, FlashSystem A9000, FlashSystem A9000R, Elastic Storage Server, and DS8888F/DS8886F/DS8884F. Each card includes a brief description of the product's capabilities and use cases. Below the product cards are logos for Gartner and IDC, along with a collection of social media icons (Twitter, LinkedIn, Facebook, YouTube, Pinterest, RSS, Google+, and Email). At the bottom, there is a dark blue banner with the text 'In the Making' and 'Insight on the IT infrastructure breakthroughs of today and tomorrow'.

## Winning Marketing Strategies

- **Buying & Selling Cycle Evolution**
  - Self-Serve Learning through Post Sale Support
  - Conversations & Assets
  - Sales teams still matter
  - Combining direct with digital with your channel
- **Analytics**
  - Prospecting, Cross-Selling & Client Advocacy
- **Fishing Where the Fish Are**
  - Industry Conferences & Shows
  - Targeting “white space”
  - Online communities
  - Installed base
- **Marketing Automation**



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