



From Under the Radar to EMC Federation Centerpiece

CHALLENGE

Founded in Bethesda, MD in 2009, Virtustream was one of the industry's first truly pure-play enterprise cloud service providers. The company spent the first five years of its existence largely focused on engineering and building out its sales and marketing infrastructure, with minimal focus on PR and external communications. Its location outside of a traditional business tech hub contributed to its under the radar status for much of the company's early years. As the enterprise cloud market saw an influx of M&A activity and consolidation, Virtustream faced an increasing communications challenge to establish itself as a credible cloud service provider that was truly differentiated from a crowded field.

Virtustream partnered with Bateman Group to bolster its presence in high-profile technology and business media, and help drive more sales leads to raise its profile ahead of an anticipated exit event.

STRATEGY

Bateman Group developed an integrated analyst and media strategy to help differentiate Virtustream's enterprise-centric approach from its larger, more diversified competitors. By establishing a regular cadence of contact with key analysts at Gartner, Forrester, IDC, 451 Research and other top IT analyst firms, Virtustream was able to enhance its positioning relative to key competitors in influential reports like the Magic Quadrant and Wave.

In tandem with the analyst campaign, Bateman Group developed a media campaign focused on high-profile, high-visibility outlets to promote the company's growing customer and business momentum. At a time when most cloud vendors were high on bluster but light on substance, Bateman Group placed an exclusive story with the *Wall Street Journal* about a Virtustream customer's migration to the cloud. To emphasize the company's growing customer momentum, an additional exclusive was secured with *Bloomberg* to discuss the company's business growth and potential IPO. After the added credibility afforded by both features, Bateman Group secured an additional executive profile with *Inc.* to round out Virtustream's momentum campaign.

IMPACT

The increased visibility and positive media coverage around the company's momentum helped catch the eye of EMC Corporation, which **acquired Virtustream for \$1.2 billion in July, 2015**

VIRTUSTREAM

Headquartered in Washington, D.C., Virtustream is the enterprise-class cloud software and services provider that was one of the industry's first truly pure-play providers.

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