

Education IT, 2007-Ongoing: Raise OCF's Profile

Mantis undertakes thought-leadership and reference programme

BACKGROUND

OCF designs, builds, implements and configures bespoke HPC systems and storage systems using hardware and software from vendor partners including **IBM and Microsoft**. In 2007, OCF engaged Mantis to **increase OCF's profile in the academic market** – the traditional home of HPC - and the private sector – a potential new market for HPC. OCF also wanted to refresh its public perception, moving from being an 'IBM Reseller' to the UK's premier HPC system and storage integrator. Mantis set out to achieve this using a **combination of customer references and thought leadership**.

RESULTS

- Prospects more aware of OCF, shortening sales process
- Partners more aware of OCF, generating leads
- More content to support sales and other marketing activities
- More structured, planned approach to PR

- Press articles from customer references = 160
- Press articles from thought leadership (written) = 31
- Press articles from thought leadership (interview) = 21
- Press articles from profiles = 25

- Press releases created = 27
- Case studies / presentation slides created = 6
- Customer quotes secured = 22
- Opinion articles created (including 'HPC in' campaign) = 14
- Blog posts = 15

- Dedicated campaign for HPC built at University of Southampton using IBM hardware and **Microsoft Windows HPC Server 2008 R2 software**
 - Site visit – 5 journalists, 5 dedicated press articles
 - Two dedicated customer / media interviews at SC09 show in Oregon, US
 - Ranking on Top /Green500 HPC list - press release created; 3 press articles secured
 - Launch - press release created, 19 dedicated press articles secured

TESTIMONIAL

“The Mantis team adds energy, drive and structure to the way in which we approach the media, build relationships with journalists and secure press coverage. Mantis has created a considerable amount of content for the media and for our website, secured countless media interviews and press articles – this activity has led to a greater awareness of OCF and is without doubt shortening our sales cycle”

Julian Fielden, Managing Director, OCF