

# DISK-BASED SUCCESS

## Alacritus: Another Hellbent Customer Success Story



*Alacritus' original home page was rivers of white text knocked out of a black background. Hard to read, and no graphics. Hellbent's effort changed all of that, and included essential product evaluation information to make the job of OEM prospects easier.*

How does an early-stage startup get a toehold in a market dominated by gigantic players selling an established technology?



*Alacritus new logo designed by Hellbent Marketing*

The world is suffering from the “Tyranny of Tape”, and Alacritus wants it to lose its chains—which they know will take a lot of good marketing.

Enter Hellbent. Alacritus asked us to create messaging that clearly describes the advantages Securitus, their disk-based data-protection solution, has over tape. We then deployed that messaging—to standard sales materials and a new web site we built—to help their business development efforts.

“We chose Hellbent because they focus everything—design, messaging, media selection, graphics, and web architecture—on solving business problems,” says Paul J.J. Payack, senior vice president of marketing. “They’re now our agency of record.”

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Paul J.J. Payack,  
Senior Vice President  
of Marketing for  
Alacritus


## Solving Business Problems

Alacritus is an early-stage startup with a set of specific communications challenges. There is an entire culture of tape backup in large companies, whose members grew up with tape and have already made gigantic investments in tape infrastructure. In order to succeed, Alacritus was going to have to change this culture by:

Convincing people to consider alternatives to a mature and proven technology;

- Clarifying messaging for end users and indirect sales;
- Describing the capabilities of disk-based virtual tape libraries (VTLs);
- Identifying the essential business benefits of Securitus VTLs.

In addition to printed collateral, Hellbent developed a 39-page web site its business partners could use to help them make the sale. The linchpin of the site is a section describing the advantages in cost, scalability, manageability, durability, and ease of integration of Securitus over tape.

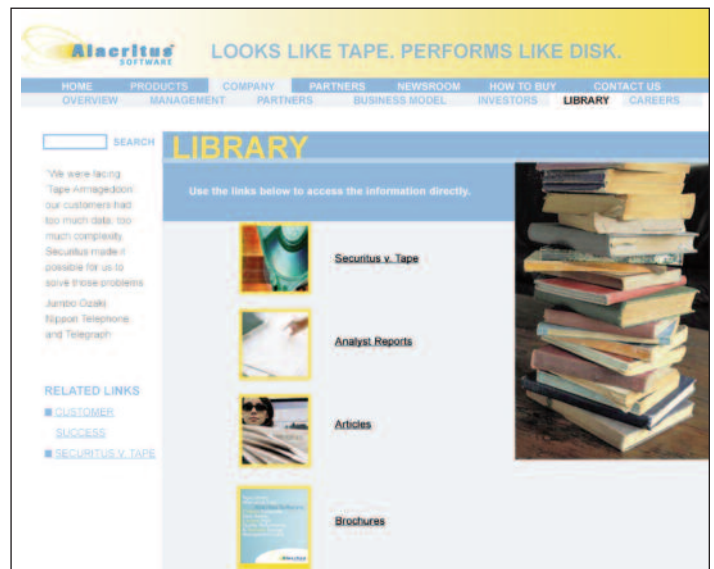
Did we succeed in meeting these challenges? Payack thinks so. "Every once in a while, you work with marketing people who are so good they expand your business, solving problems beyond the scope of the original contract," he says. "That's what Hellbent does. They solve business problems." 



Banner sign for an Alacritus Tradeshow Exhibit announcing a new product.



The linchpin of the new Alacritus site was a section analyzing the competitive advantages of Securitus over tape.



The Library is an aggregator page for links to other resources. This makes it simple for people to find all kinds of information about the company and its products with one click.



## HELLBENT MARKETING

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