

COMPANY BACKGROUND

Gluster, www.gluster.com, is a Silicon Valley-based company focused on simplifying the task of storing and managing the explosion of unstructured data while transforming the economics of storage.

Since cloud storage is a relatively new concept that many companies are exploring, Gluster used a webinar to educate potential customers about the concept and execution of cloud based storage and highlight public and private networks, which are two of most-often used implementations.

CHALLENGE

Gluster's primary objectives for the webinar series were to:

1. Provide sales team with qualified lead contact information;
2. Increase brand awareness of Gluster; and
3. Educate webinar attendees about the growth in unstructured data, and show how enterprise customers are currently deploying cloud storage solutions.

BACKGROUND AND THE WEBATTRACT APPROACH

One of the primary goals with most webinars is to close new business," said Mike Agron, WebAttract's executive webinar producer. "Working with Gluster we were able to help them identify and close a major new customer within a short window and build a significant pipeline of other potential new customers."

WebAttract worked with Gluster to create a webinar that provided enough information for potential customers to identify with at least one of the user scenarios and want to act and learn more about how Gluster could help them with their data storage. There were several speakers in the webinar including:

Barry Jaspán of Acquia provides commercial support and services for customers running Drupal-based web sites. He described how they use Gluster to provide a level of high-availability and provide increased efficiency, availability and accessibility for their data.



"Being a start-up company we were looking for cost-effective marketing programs that we can roll out quickly to build our sales pipeline. The WebAttract team provided a streamlined process and expertise that exceeded our expectations and we look forward to more successful outcomes in our future webinars with them."

**Jack O'Brien, VP
Marketing, Gluster**



Marketing Services Company Chooses WebAttract To Help Market Themselves with Webinars

Brent Richter of Partners Healthcare which manages teaching hospitals for Harvard Medical School, including Massachusetts General, and others to support medical research spoke of how they use Gluster to serve over 8,000 researchers who bring in over \$1 billion in grants per year. There is an explosion in the need for storage, and they are currently managing nine Sun “Thumper” systems in a cluster with over 500 TB of storage. They were looking for a low cost storage environment that can grow modularly. Since they work with grant-funded revenue they need their IT solutions to be as cost-effective as possible, but also easy to grow quickly.

SUMMARY: WINS, KEY REGISTRATION, ATTENDANCE AND POST WEBINAR METRICS

- Registration: 419 people registered for the webinar representing 389 companies from 26 different industry segments
- Attendance: Total attendance of 181 for the initial live presentation of the webinar
- Attendance Ratio: 43% (exceeded goal of 40% attendance)
- 83% of attendees responded that the Webinar met or exceeded their expectations
- The average duration for participation among attendees was 53 minutes, which means that virtually all attendees stayed for the entire presentation
- On Demand Viewings of the recorded webinar reached 188 in less than 90 days, which represents almost 43% of the total number of people who registered. Considering that 116 of these viewers hadn't registered or attended the original webinar, this shows a continued strong interest for this topic.

CONCLUSION

Webinars can directly fill the sales pipeline and help close new business.

- When useful, actionable information is presented audiences will stay engaged for a full hour webinar
- Webinars are a great channel to generate highly qualified leads if executed properly
- Deal closed with a major telecommunications company as a direct result of the webinar



WebAttract provides an End2End “Custom for Every Customer” turn-key solution for webinar demand creation and has offices in New York and California. www.webattract.com