

“ Natalie and her firm, Proud PR, have been a boon to my company’s visibility and expansion in the European marketplace. Natalie has a gung-ho, get-it-done approach to her work and makes it happen. If I needed a UK-based PR capability in another start-up situation I would turn to Natalie in a heartbeat. **Dave Kloc, VP European Operations, Netezza** ”

“ We see the team at Proud PR as an extension of our own team. Their dedication to our business, creativity and ability to garner us good coverage have proven to be an asset to Netezza. **Virginia Lux, Director of Marketing Communications at Netezza** ”



CLIENT CASE STUDY

# Netezza

**With the invention of data warehouse appliances, Netezza revolutionized and simplified analytics for companies drowning in data and struggling to find the processing speed and power to analyze and understand what it all meant.**

**The brief:**

To launch the Company into the UK in early 2005 against a competitor landscape that included data warehousing and business intelligence (BI) vendors such as IBM, Oracle, Sybase and Teradata. The PR programme needed to gain acceptance for Netezza’s new, disruptive technology as well as to build credibility and thought leadership from a starting point of no public awareness and one unpublicised customer.

**The answer:**

Proud PR ran the European PR programme for four and a half years during which time Netezza went through a successful IPO. The Company was acquired by IBM in 2010.

Working as a virtual but integral part of the Netezza team, Proud PR proactively managed the Company’s customer reference programme and quickly grew the PR into territories such as Germany, Italy, Spain, Croatia and The Netherlands. Key highlights included:

- Coverage successes such as a full page of editorial in a Times BI supplement, front page of Computer Weekly and IT Week as well as regular hits in FT Digital Business and vertical and business press; CIO, Information Age, Retail Week etc.

- Won Hardware Supplier of the Year in the Computing awards, with wins also in the Information Age Effective IT Awards and SNS Europe Awards.
- UK customer references leveraged for the first time; secured permission for case studies and press releases that had previously eluded Netezza.
- Attended and/or presented at quarterly sales meetings, user conferences (UK and USA) and UK user ‘beer and curry’ events.
- Contribution to corporate PR planning and creative campaigns such as photo stories and stunts.
- Competitor tracking and news jacking; created stories, coverage, opinion around industry issues.
- Influencer relations; leveraging analysts and other influencer contribution in the PR.

**For more information:**

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