
SILVERTON CONSULTING, INC.

Storage Consulting - Vendor Services Offered:

- Marketing Communications
- Value Validation
- Competitive Analysis
- Launch and Product Management
- Performance Benchmarking and Tuning

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STORAGE MARKETING COMMUNICATION SERVICES

Marketing communications to support your product marketing activities .

- **SCI storage analyst reports** – Briefings and/or Dispatches discussing storage product features and functionality or general topics of interest to storage customers to be used primarily in lead generation activities and to increase product awareness.
- **SCI lab validation briefings** – Briefing which independently validates your product value proposition to be used primarily in increasing consideration of your storage product.
- **Ray Lucchesi contributed articles** – Unbiased articles intended to be published by storage and/or IT industry press focused on storage topics that can be used to highlight your products value to increase product awareness.
- **Brochures** – Marketing copy for your brochures, whitepapers and other vendor branded collaterals used to improve storage product consideration.
- **Webinars** – Ray Lucchesi president of SCI provides webinar presentations on topics surrounding your storage product value proposition to aid in product awareness and consideration.

STORAGE VALUE VALIDATION SERVICES

SCI Lab Validation Briefings can be used to independently verify and certify some aspect of your storage product value proposition. This lends credibility to your marketing collaterals and provides an independent view of your product value to the market. Some items that lend themselves well to independent validation include:

- **Product Specifications** – Including IOPS, NFS ops, throughput and/or other performance characteristics, compression/deduplication characteristics, power consumption/cooling characteristics, and any other product specification which shows your products unique advantages to increase product consideration and feature awareness.
- **Product unique functionality** – including thin provisioning, storage processing effectiveness, and anything else that your product touts as unique advantages that can be proven externally to increase product consideration.
- **TCO** – Total cost of ownership models and projections used to increase your product consideration.

STORAGE COMPETITIVE ANALYSIS SERVICES

Our experience in the storage industry has shown that products and technology change quickly. To stay ahead, you have to react fast with proper insight as to where the storage world is heading.

- **Competitive product reviews** – Providing insight and understanding of your competition's latest product announcements and strategy so you can better compete in the marketplace and improve your product positioning.

- **Storage Technology Trend Forecasting** - Change is inevitable and will impact both your near- and mid-term product enhancements and offerings. By understanding storage technology trends you should be able to compete better and increase market share.
- **New markets** – Storage use changes as technology evolves. New markets exist today that buy PBs of storage more than they did last year. Knowing about these markets before your competition will help increase your market share.

STORAGE LAUNCH AND PRODUCT MANAGEMENT SERVICES

Product launch can make or break new product success. Also we have all been part of products that have launched early before technology was ready. To increase market share in today's marketplace, execution excellence is imperative.

- **Launch readiness review** – Providing independent assessment of product launch plans and deliverables is an important final step in any successful product introduction.
- **Technology readiness review** – Providing independent assessment of product technologies readiness for start of development or product field launch is as important as getting the market introduction right.
- **Product management process improvement** – Providing effective product management processes can improve the odds of product success in the marketplace.
- **Product marketing process improvement** – Product marketing is a learning game and is ever changing as marketing technology and processes undergoes constant evolution. Better product marketing can mean better market share and ultimately more profitable business.

STORAGE BENCHMARKING AND TUNING SERVICES

Storage performance is a never ending war. Tactics and strategy to get your product out ahead of the competition depend on an indepth understanding of competitive performance and the tools and techniques to improve your products performance with minimal effort.

- **Benchmarking** – Providing support to execute industry standard benchmarks in your lab or ours. Also providing an independent assessment of where your product performance fits into the current competitive marketplace.
- **Tuning** – Providing the insight and knowledge needed to take the right steps to improve your product performance with minimal cost and time to gain the most incremental performance improvements.

RAY LUCCHESI

Professional Summary: Senior manager with extensive experience as a product marketing and development leader in the data storage industry. Strengths include team leadership, technical knowledge, product marketing, product strategy, and verbal communication skills developed over 25 years of dealing with people, products, and customers.

Product Development and Marketing: Developed and helped market products that have generated well over \$1B in revenue. Advanced storage product that captured 18% market share in under 30 months. Turned around late program and delivered award winning product to market. Improved subsystem reliability and performance by a factor of ten. Sustained the company's largest OEM contract.

Technical Knowledge: Lead technical assessor for new technology platform acquisitions. Lead architect on host (server side) control software for tape library. Architect on enterprise class disk subsystem and lead designer and developer for new disk subsystem. Also defined development processes and methodology for a large embedded systems development project.