

Cray, Inc.’s Situation:

Cray, Inc. is the leading company in supercomputing, providing innovative hardware solutions that enable scientists and engineers to meet existing and future computational challenges. The Cray CX1 line of desktop supercomputers represents a unique workstation solution for High Performance Computing (HPC). To market this product successfully, Cray needed to reach a technical audience of engineers and researchers in various stages of the IT buying cycle.

Viewstream answered some key questions to reach Cray’s lead generation goals:

- ❖ **How can Cray attract and retain a large number of technology-focused prospects and move them through the sales funnel?**
- ❖ **How can Cray leverage the well known project partners, including Microsoft and Intel to bolster the offering?**
- ❖ **How can Cray accurately track the effectiveness of the campaign and channel leads through its existing CRM system?**

Viewstream created a custom lead generation campaign based on valuable, targeted content that spoke directly to Cray’s highly technical prospects and generated qualified leads for Cray’s sales team.

Viewstream’s Solution:

Viewstream leveraged **customer research** and **content mapping** techniques to understand Cray’s prospects and create custom **resource libraries** that offered valuable product information while collecting qualified sales leads.

- ❖ **E-mail & Banner Campaigns**
Conducted media and list buys strategically targeted to industry verticals that showed the most likelihood to respond.
- ❖ **Resource Libraries**
The email and media campaigns directed prospects to a resource library that provided rich content and information about the CX1 line of products, including demos, webinars, tech specs, and benchmarks.
- ❖ **CRM Integration and Analytics**
Access to the resource library required user contact information. This data was sent automatically to Cray’s Salesforce CRM system, channeling each lead to sales team members. The resource library also included full tracking and metrics.

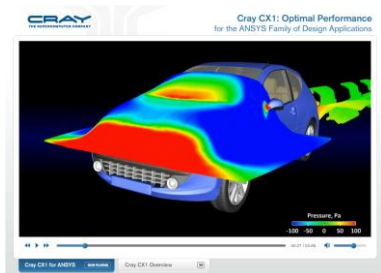
To view a Cray CX1 Resource Library, visit:
<http://www.reinvented-the-workstation.com/ondemand/>



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Viewstream developed an integrated lead generation campaign for the Cray CX1 line of Desktop supercomputers.



Viewstream’s solutions included a targeted banner & e-mail campaign, a gated resource library, custom product demos, and integration with Cray’s Salesforce environment.