

Teradici's Situation:

In the company's early stages, Teradici needed to create a brand image, as well as messaging tools to convey the value and technological foundation of PC-over-IP technology, its desktop virtualization hardware solution. More than just driving sales, Teradici was looking to secure venture capital funding; attract industry leaders as strategic partners and to join its executive team; and quickly gain a significant market presence. In building a high-tech company from the ground up, Teradici asked a challenging set of questions, including:

- ❖ **How can Teradici explain its innovative technology and its benefits in a clear, concise way?**
- ❖ **How can this information be conveyed for a diverse audience that includes customers, funders, potential partners and news media?**
- ❖ **How can Teradici differentiate itself in a crowded, competitive field?**

Viewstream knew how to use effective content marketing tools to give Teradici instant credibility and valuable market share.

Viewstream's Solution:

Viewstream developed **brand imaging in line with short- and long-term business goals**, and created a website and product demonstration that **speak to a diverse yet targeted audience**. These solutions work because they focus on:

- ❖ **Messaging**
Viewstream crafted a brand identity, including company logo and key messaging, to incorporate into the website and the product demonstration.
- ❖ **Informative Content**
Both the website and demo contain valuable information for all targets interested in learning more about Teradici's technology and solution.
- ❖ **User Experience**
Simple UI and attractive animations made for easy and engaging viewing.
- ❖ **Scalability**
The demo is easily integrated into multiple communication platforms, including the web, trade shows, partnership meetings and funding pitches.

Highlights/Results:

- ❖ Secured \$18 million in series B funding and \$17 million in series C funding
- ❖ Showcased at key industry events, including VMworld 2008
- ❖ Expanded market presence to the Americas, Western Europe, and Asia
- ❖ Attracted executive leadership from leading tech companies (Dell, IBM)
- ❖ Attracted partnerships with Dell, Samsung, EVGA Corporation and more

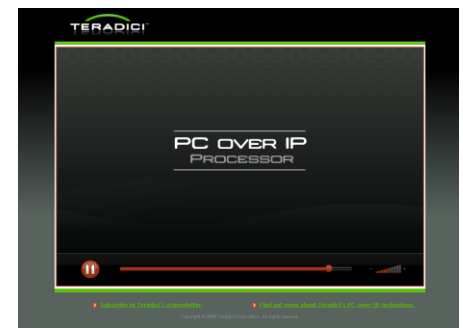
To view the Teradici product demonstration, visit: http://www.viewstream.net/vs_portfolio/teradici>trueexperience



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Viewstream created a website for Teradici that conveyed the company's offering and served as an interactive home for engaging content marketing



Viewstream's solutions included a Flash-animated demonstration that explained the technical aspects and practical applications of PC-over-IP technology