make
your
mark

Position

Nexans Data Center Solutions:
NDS launches new business unit aimed at hyperscale data centers

Reference case

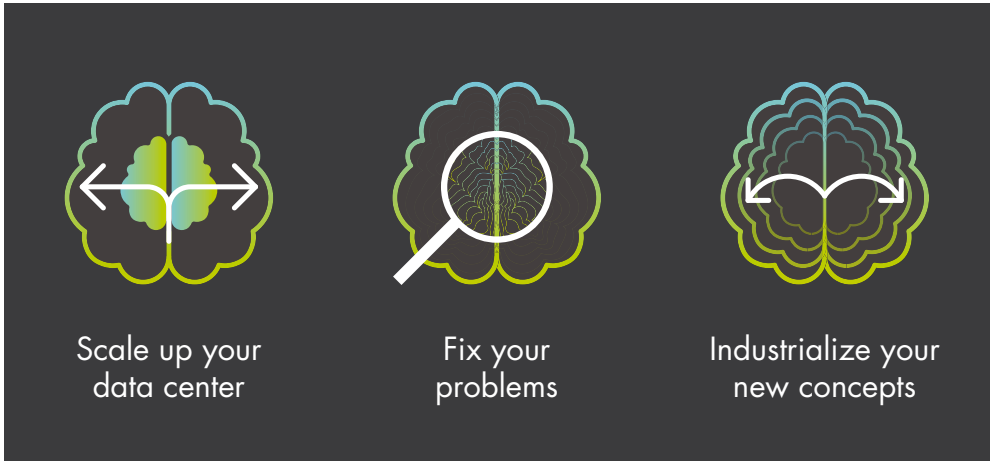
Living Stone

Nexans is a worldwide leader in the cable industry, with sales of 6.5 billion (USD) in 2016.Headquartered in Paris, you'll find Nexans cabling solutions all over the globe, and even beyond – Nexans has developed and industrialized unique solutions for the Rosetta comet probe, submarine communication networks, and Airbus flight systems.

Nexans

Marketing story

Nexans decided to create a new business unit – Nexans Data Center Solutions – dedicated to the hyperscale data center market. These data centers represent the brains of our new, hyper-connected world, harnessing massive computing power to analyze and process the vast stream of data generated by billions of connected devices.



Nexans approached Living Stone in February 2017, to prepare a marketing plan for the new business. They knew that the hyperscale data center world would be gathering at Webscale, a hyperscale conference and trade show in San Francisco, on June 19 & 20, and that this would be the ideal time and place to launch the new business. From then on, the clock was ticking – Living Stone had 18 weeks to create a full-fledged marketing story, a marketing plan, and all of the marketing components.

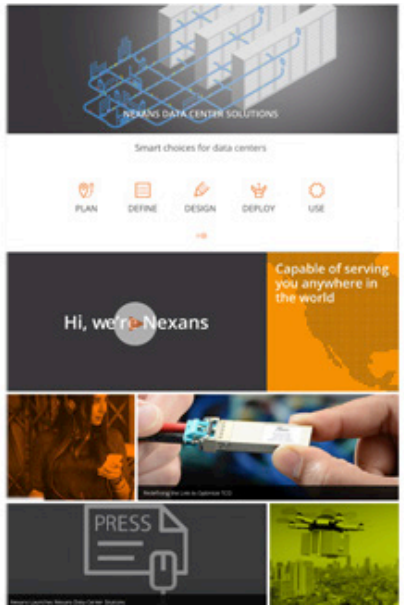
Since the business and the market are fairly new, it was important to develop a marketing story that fully captured the pivotal role of the hyperscale data center in the fourth industrial revolution, which is taking place now.

Living Stone conducted perception interviews with hyperscale data center managers and crafted a marketing story that would serve as the backbone for the program, and inform and direct the marketing plan.

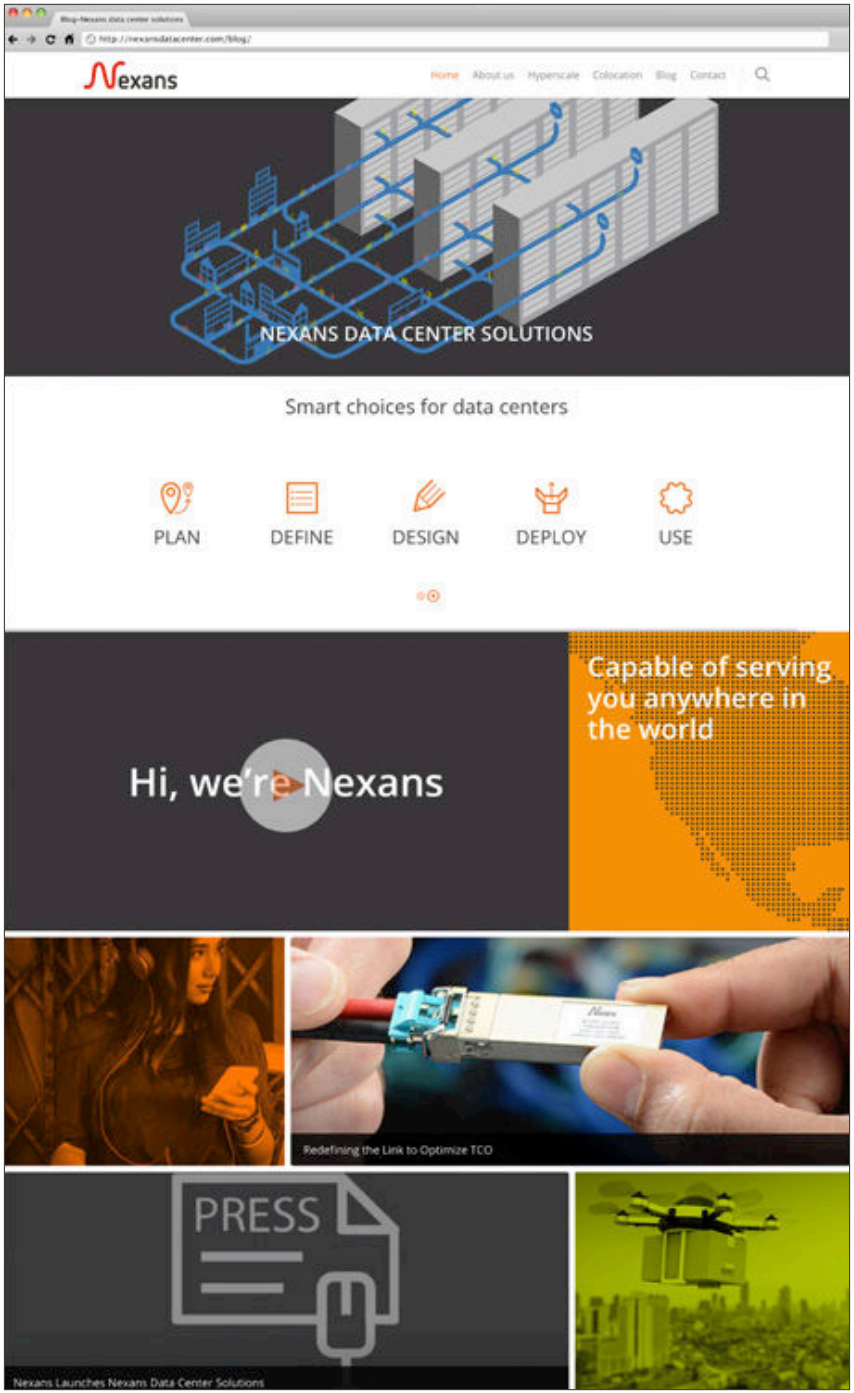
Marketing tools

Production on a full-fledged marketing program kicked off the second week of April, including a website, catalog, video, interactive PDF and more – now with 11 weeks to go before launch.

On June 19th, the first day of Webscale, all the elements were in place and ready to go...



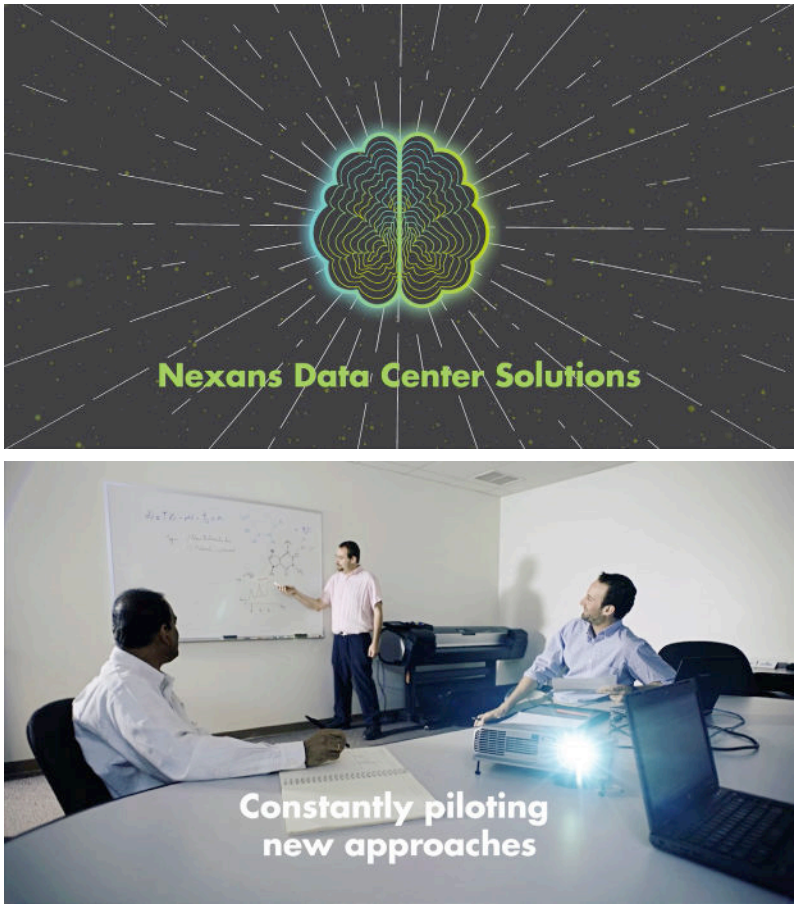
Brand new website



50-page
catalog

Interactive
PDF/EPUB

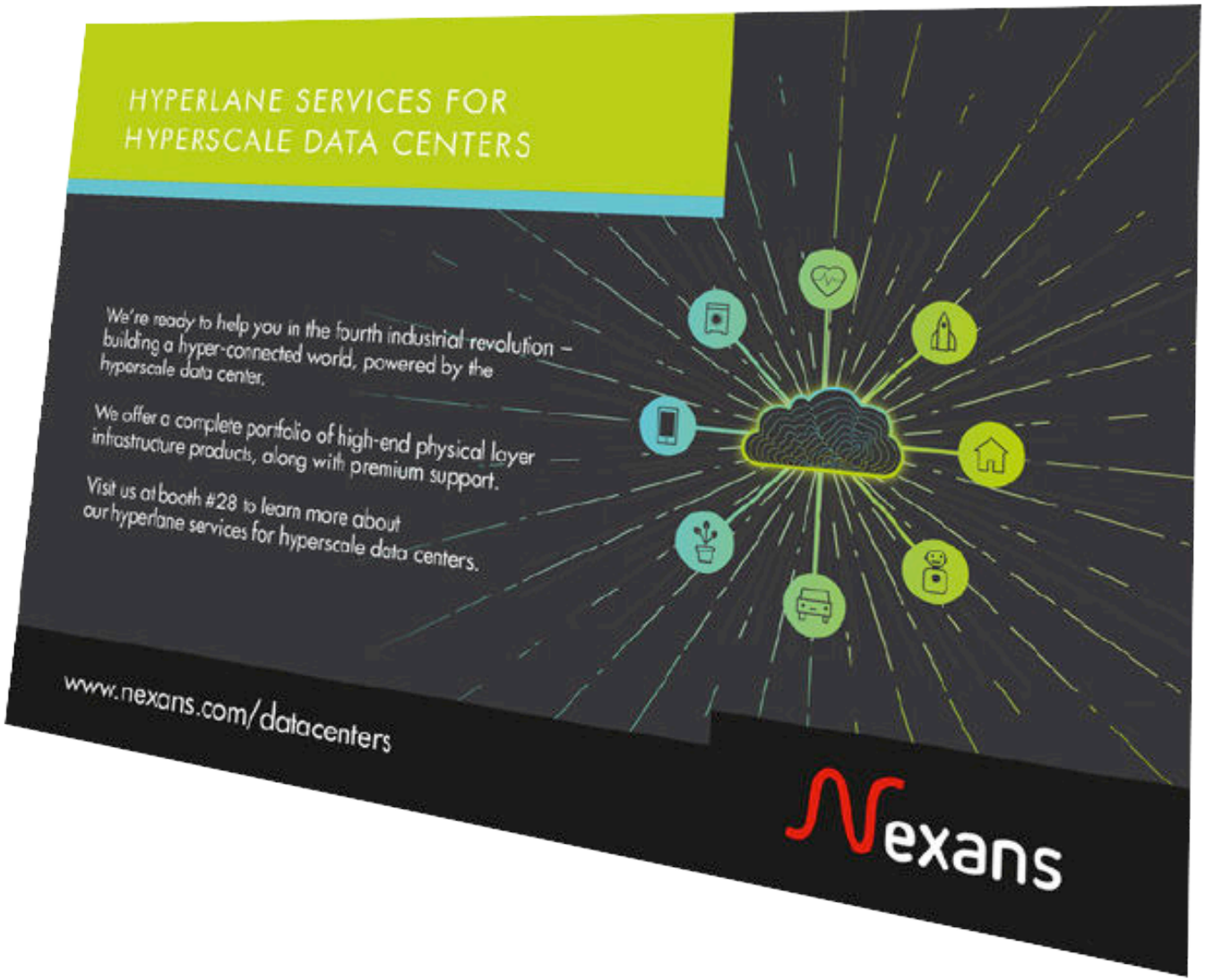
Powerpoint presentation



Video

Nexans
Hi, we're Nexans
How can we help you?
Nexans
www.nexans.com/datacenter
Welcome to your hyperlane

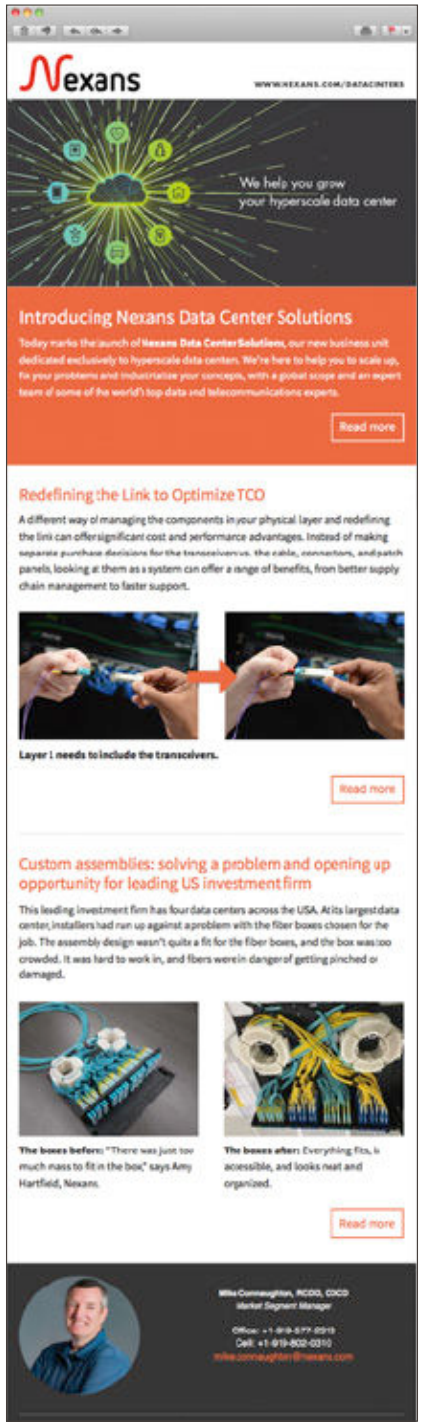
Booth



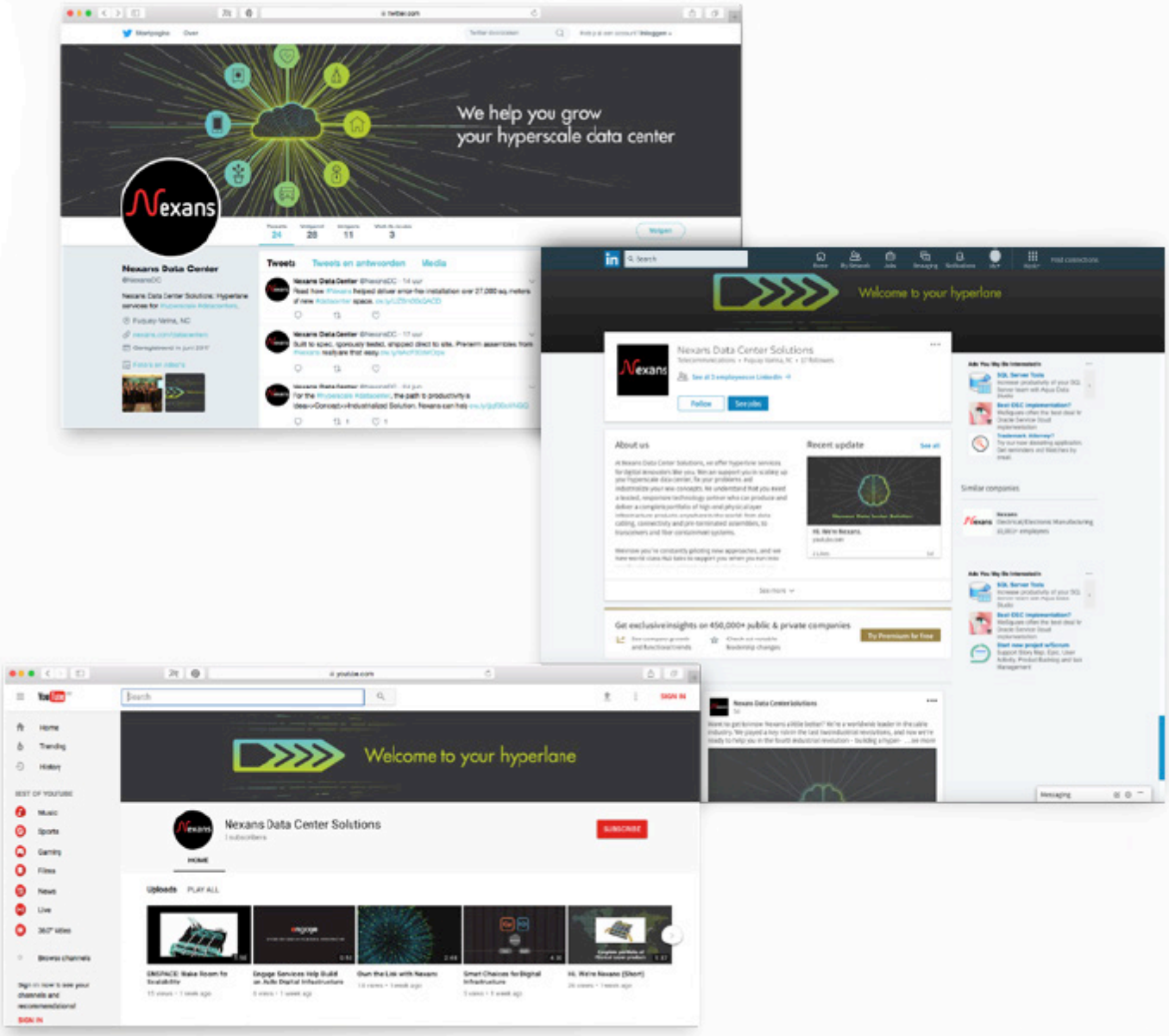
Advertisement

Photoshoot
in studio

Concept imagery


Nexans
WWW.NEXANS.COM/DATACENTERS
We help you grow
your hyperscale data center
Introducing Nexans Data Center Solutions
Today marks the launch of Nexans Data Center Solutions, our new business unit dedicated exclusively to hyperscale data centers. We're here to help you to scale up, fix your problems and industrialize your concepts, with a global scope and an expert team of some of the world's top data and telecommunications experts.
Read more
Redefining the Link to Optimize TCO
A different way of managing the components in your physical layer and redefining the link can offer significant cost and performance advantages. Instead of making separate purchase decisions for the transceivers, the cable, connectors, and patch panels, looking at them as a system can offer a range of benefits, from better supply chain management to faster support.
Layer 1 needs to include the transceivers.
Read more
Custom assemblies: solving a problem and opening up opportunity for leading US investment firm
This leading investment firm has four data centers across the USA. At its largest data center, installers had run up against a problem with the fiber boxes chosen for the job. The assembly design wasn't quite a fit for the fiber boxes, and the box was too crowded. It was hard to work in, and fibers were in danger of getting pinched or damaged.
The boxes before: "There was just too much mass to fit in the box," says Amy Hartfield, Nexans.
The boxes after: Everything fits, is accessible, and looks neat and organized.
Read more

Newsletter



Social media

Results

A high-profile launch for Nexans Data Center Solutions, and a marketing plan that will build on the momentum going forward.

> **I just have to say that you and your team are absolute rock stars!! What you've churned out in the past six weeks is astounding!**

Susan Larson
Marketing Communications Manager
Nexans

About Living Stone

To B2B organizations with a strong knowledge component or technological component in their products or services, who want to have a significant share of voice in their markets, Living Stone is a partner that will enable them and their brands to adapt successfully to changing market dynamics and achieve above-market growth through differentiation strategies that keep the end-user in mind.

At Living Stone, we specialize in helping B2B marketers to make their mark. To share their company's story, to present information in a way that makes a difference – to plant a flag that proclaims excellence and value. We are experts in conventional as well as digital marketing. Our tools are easy to implement and build on the existing corporate tradition, sales customs and market ambitions of our customers. We've been helping B2B marketers make an impact for more than 25 years.

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