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**Gartner IT Infrastructure, Operations &
Cloud Strategies Conference**

Nasuni Drives Demand Generation and Awareness at IOCS

Exhibitor Success Story

Learn more about Nasuni's success at IOCS



Nasuni Drives Demand Generation and Awareness at IOCS



Summary

Nasuni effectively increased their brand awareness and demand generation efforts by sponsoring Gartner's IT Infrastructure, Operations, and Cloud Strategies (IOCS) conference. With a focus on meticulous planning and strategic customer engagement, Nasuni engaged directly with IT leaders, customers, and industry analysts

Nasuni

Nasuni, established in 2009, is a provider of hybrid cloud solutions. They offer a scalable data platform specifically designed to address the challenges of managing unstructured data for enterprises. By utilizing AI-driven insights within a unified file data platform, Nasuni simplifies data management and IT infrastructure. With over 850 customers across 70 countries, the company continues to experience substantial growth.

“We've grown significantly within the Gartner ecosystem over the past year, so it only made sense to continue leveraging Gartner events to get in front of our buyers and differentiate ourselves from the competition. ”

- Amanda Sylvester, Global Marketing Manager at Nasuni

Objectives

- Drive demand generation
- Increase awareness
- Convert conversations into opportunities won
- Engage with existing customers
- Interact with Gartner Analysts

2025 Solutions

- 2023 NA Silver Sponsor with Hotel Room Drop
- 2024 NA Platinum Sponsor
- 2025 NA Platinum Sponsor
- 2025 EMEA Silver Sponsor

Why Gartner

- Engage IT leaders in meaningful conversation
- Leverage the Gartner brand and ecosystem
- Connect with current customers to drive new opportunities
- Educate ideal customer profile on solutions and boost brand awareness

Results

- Notable amount of meetings set with high-quality prospects
- Strengthened relationship with current customers
- Enhanced brand recognition and awareness

Keep reading to learn how they achieved success with Gartner



Driving Demand Through Meaningful Engagement

Introduction to IOCS

While crafting their demand generation strategy, Nasuni set a clear objective: to be where the buyers are.

"We kept hearing from our current customers that they were going to be there," explained Amanda Sylvester, Global Marketing Manager at Nasuni. "So, we decided that if our customers were there, then our ideal customer profile would be there as well."

This insight led them to sponsor their first IOCS conference. Afterward, they knew it was a conference they would continue to sponsor.

"We opted to come back because the conversations were of such high quality and directly with our buyers," noted Kristin Concannon, Senior Communications and Content Strategy Manager at Nasuni.

While demand generation was their primary focus for IOCS, the collaboration between revenue marketing and analyst relations played a crucial role in driving awareness on all fronts.

Kristin, who leads the analyst relations program at Nasuni, mentioned that having face time with the analysts who speak to the end-users every day is invaluable.

"We were ecstatic to see both prospects and customers swing by our booth, and getting to engage with the analysts who cover our market category. That three-way communication doesn't occur often, so allowing people to compare vendors in real-time was a rare treat," said Kristin.

She further remarked, "If you're not there and your competitors are, you're missing out on being a part of the discussion."

Another major focus for Nasuni was showcasing their newly revamped brand, which they updated in June 2024.

Kristin shared. "Gartner was one of the first opportunities to showcase that in a big way, especially to this audience."

Engaging with Attendees

Their success was largely due to exceptional audience engagement both inside and outside the booth. This impactful booth engagement included:



Gartner analysts engaging with Nasuni's executive team on company insights and market trends.



Prospects learning from customers' success stories and real-world use cases.



Current customers discussing Nasuni's product roadmap.



Technical leaders evaluating Nasuni's solutions for alignment with their needs.



Companies, who previously partnered with competitors, now interested in Nasuni's offerings.

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Driving Demand Through Meaningful Engagement

(continued)

Beyond the booth, Nasuni's CMO, Asim Zaheer, led a speaking session featuring a fireside chat with key customers, Mattel and Borg Warner.

Following the session, prospects had the opportunity to engage directly with Mattel, Borg Warner, and other customers, both at the event and during a Nasuni-hosted dinner.

"It was extremely helpful for prospects to talk to existing customers, to understand why they love Nasuni and what their use cases were," Kristin said.

Continuing Success

This momentum generated with prospects and clients extended beyond the conference.

Just one month after the 2024 conference, Nasuni had completed 10 meetings with high-quality opportunities identified on-site.

While the team continues to track the evolution of all opportunities gained on-site, their outlook remains overwhelmingly positive.

"We feel really good about the numbers we're seeing," Amanda said.

This confidence and success led them to further expand their partnership with Gartner in 2025.

"We've grown significantly within the Gartner ecosystem over the past year, so it only made sense to continue leveraging Gartner events to get in front of our buyers and differentiate ourselves from the competition," Amanda said.

In 2025, Nasuni will be back at the North America IOCS conference. They will also be sponsoring the EMEA IOCS conference for the first time.

"We want the same physical presence we have in North America in EMEA," Amanda shared as she discussed the upcoming plans.

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