



TMGcore | Launching a Data Center Platform

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THE CHALLENGE

TMGcore, a North Texas-based provider of data center solutions and manufacturer of data center hardware, partnered with Pierpont to help launch its flagship data center platform, OTTO, at Supercomputing 19, a leading industry conference and tradeshow for high-performance computing.

OBJECTIVE

OTTO, a self-contained two-phase liquid immersion-cooled data center platform, is the first technology of its kind, and TMGcore turned to Pierpont Dallas for the team's expertise in bringing new products to market and taking a creative approach to garner attention and interest from potential customers.

In order to successfully launch OTTO into the market, Pierpont strategically managed and leveraged the relationships with TMGcore's partners, including 3M, Dell, Corgan, Jabil, and Vertiv, to announce its partnerships with some of the world's leading technology providers and manufacturers to provide credibility to the startup. Pierpont secured placements in local DFW media, top-tier technology trade publications, and specialized data center industry outlets.

APPROACH

In addition to a robust media relations campaign, Pierpont also led the efforts in planning, managing, and executing its debut at Supercomputing 19, including providing counsel on the booth and brand presence in collaboration with architecture and design firm Corgan, who spearheaded the booth development.

Efforts included ensuring all necessary logistics ahead of the event were completed (i.e. travel arrangements, exhibitor contracts, registration lists, etc.), planning a traditional ribbon-cutting ceremony, drafting executive speeches, coordinating ten partner appearances, creating and obtaining necessary customized branded items, working with catering for food and beverage service, and developing sales brochures and marketing collateral for TMGcore's use at the event.

Additionally, Pierpont staffed the tradeshow, where the team provided onsite coordination of in-booth events, facilitated media and customer interactions, and was also responsible for providing TMGcore executives with logistics coordination and support.

RESULTS

TMGcore received significant market interest from some of the leading organizations across the country, including government agencies, innovative car manufacturers, top technology providers in the cloud and e-gaming space, and leading retail giants, which has caused the TMGcore team to speed up its testing and development timeline to meet new customer orders and demands.

Through a thoughtful pre-show strategy, which included a spectrum of marketing and communications initiatives, as well as an execution plan of events during the show, Pierpont served as a true extension of the TMGcore team throughout the product launch.