CUSTOMER CASE STUDY

VERNE GLOBAL USES CURATA CCS CONTENT CURATION SOFTWARE TO DOMINATE THE GREEN DATA CENTER SPACE

THE SITUATION

Verne Global is a wholesale supplier of 'green' data center space that provides a 100% renewable power solution at cost-efficient pricing. Based in Keflavik, Iceland and Washington, D.C., Verne Global helps corporations solve their abundant energy consumption problems by providing an alternative, environmentally green way to store data.

Persuading prospective customers to appreciate Verne Global's value proposition requires educating the market about green IT concepts. To ensure this message reaches the global IT community, Verne Global uses Curata CCS (content curation software) to power their microsite named *Green Data Center News*. (http://www.greendatacenternews.org/) This website features originally created content as well as curated content that's driven by Curata CCS. The goal of this site is to educate the market about green data centers while providing highly qualified leads to Verne Global's internal sales and development teams.

12-months after its launch, *Green Data Center News* catapulted Verne Global's status as a pioneer in the digital marketing property space. What began as a marketing channel for informational content is a now a self-sufficient strategic asset that is a well respected industry source for news and information on green data centers. Using the power of Curata CCS, *Green Data Center News* was the 2013 recipient of the *Stevie Award* for best website.

THE CHALLENGE

Large corporations are increasingly tasked with creating responsible, eco-friendly solutions, and IT operations are no exception. Resolving the challenge often translates to reducing data center energy costs. Verne Global's solution provides this service by utilizing natural resources that leverage renewable energy to reduce cooling costs significantly.

Reaching prospective customers, telling their story, and explaining the value proposition presents a three-pronged challenge for the Verne Global executives. In order to educate corporations about the inherent benefits of green data centers and then convert those prospective customers to the Verne Global solution requires significant marketing resources and investment.

When a company typically launches its first product, they buy space in trade shows, create advertisements, and run press releases in hopes of generating a few leads. "These strategies are exhaustive, expensive and don't always hit the mark," says Lisa Rhodes, VP of Sales and Marketing at Verne Global. In fact, Rhodes estimates that many companies spend upwards of $200,000 on outbound marketing and other outreach efforts – a budget that she simply didn't have.

The free buzz generated from social marketing networks is helpful, but we direct our followers back to our corporate website", which Rhodes believes is "too self-serving", particularly in their earlier days when there wasn't much of a website to show customers. "We knew that initially our data center campus was going to be green and in Iceland, but we didn't have pictures or marketing materials yet," she

At-a-Glance

Company
Verne Global, Inc.
www.verneglobal.com

Challenge
Educate the market about the inherent benefits of the green data centers and then strategically divert prospective customers to the Verne Global solution.

Solution
Use Curata to find, organize, annotate and publish topic-specific content from diverse, reliable sources in real-time.

Benefits

- Verne Global is successfully educating the global market about green data centers by providing valuable content and demonstrating the benefits of how total renewable energy can be leveraged to slash for corporate IT costs.
- By using the Curata solution, Verne Global has demonstrated credibility and is recognized as the industry thought leader, publishing insights, news and relevant articles daily, with little to no time investment.
- Verne Global is able to uniquely target each audience and serve as the innovators in specific vertical markets by leveraging Curata's content solution to create and aggregate original content.

Read the latest posts on www.greendatacenternews.com or follow the company on Twitter: https://twitter.com/verneglobal

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says. Instead, Rhodes wanted to offer something tangible to readers: an education about the importance of renewable energy.

The Curata CCS content curation solution addresses these challenges successfully and goes one-step beyond to help Verne Global become the thought leader in green data news and events nationwide.

THE SOLUTION

Rhodes chose Curata CCS to help her build a robust news and opinion site that would establish Verne Global as the leader in green data centers. After just 18 months, Verne Green Data Center News had quickly become the hub for up-to-the-minute IT energy efficiency information around the world.

The initial launch of Green Data Center News (www.greendatacenternews.org) enabled Rhodes to successfully address the corporate challenges of educating prospective customers and then driving those qualified prospects to the Verne Global solution.

Most impressive is the fact that Rhodes receives more than 50% of Verne Global's inbound requests for media and PR from Green Data Center News. "At the time of our initial launch of Green Data Center News, we had only been around for a year. I never could have gotten the amount of media and customer attention without Curata. I didn't have to do any outbound press or major marketing to try to get name recognition," Rhodes says. Ramping up the website with curated content required Rhodes to spend only an hour a day; often from her mobile phone.

Curata turned out to be Verne Global's strongest marketing investment with Green Data Center News having grown to be so rich in content that it's essentially running itself.

THE RESULTS

Verne Global's investment in Curata has enabled the company to become the industry leader in the green data center space. "Curata is invaluable", says Rhodes, "it allows us to uniquely target an audience, and has set us up as the innovator in our space". Today, the Green Data Center News site is the leading referral site of qualified prospective customers to Verne Global, with approximately 15% of traffic sourced from the site to Verne Global. This natural market evolution occurred seamlessly and effortlessly because of Curata's valuable content curation solution so well, that Verne Global recently announced the launch of a new automotive vertical that will ultimately use Curata portals that add green-data value to specific segments in the industry vertical.

About Verne Global

Verne Global owns and operates a 44-acre data center campus in Keflavik, Iceland. As a strategic location between the world's two largest data center markets, Europe and North America, the company is addressing two key issues facing today's data revolution - power pricing and availability. In 2014, Network Products Guild awarded Verne Global's one of the 2014 Hot Company and Best Product Awards, with Chief Technology Officer, Tate Cantrell receiving "CTO of the Year".

Verne Global offers data center decision makers an affordable 100% carbon neutral power solution that has unparalleled pricing predictability; a range of server density options; and efficiency without extra expense by using natural cooling. For more information contact media@verneglobal.com or go to www.verneglobal.com.

About Curata

Curata, Inc. is the leading provider of business grade, content marketing software that enables marketers to create and curate the most relevant and highest quality content as part of their content marketing strategy. Best-in-class marketers across a wide range of industries rely on Curata to quickly find, organize, annotate and share content on specific issues or topics in order to establish thought leadership, own industry conversations and drive qualified web traffic. Curata was founded in 2007 and is headquartered in Cambridge, Mass.

For more information, visit http://www.curata.com subscribe to the Curata Blog, call 617-229-5544, email info@curata.com or get a live demo