



## Who is ScaleFlux?

ScaleFlux is an industry leader in computational storage technology, redefining how organizations approach data storage and processing. Founded with a mission to bridge the gap between performance and sustainability in IT infrastructures, ScaleFlux specializes in innovative solutions that deliver efficiency and scalability. Its flagship products, like the CSD 3000 and the upcoming CSD 5000 series, integrate cutting-edge data processing capabilities directly into storage devices, enabling clients to extract unparalleled value from their storage investments.

By addressing challenges in traditional storage with creative, accessible, and forward-looking solutions, ScaleFlux has positioned itself as a disruptor in a competitive market. With a commitment to sustainability and leadership in artificial intelligence (AI) and big data, the company is driving conversations that go beyond storage to encompass a broader technological paradigm shift.

## Industry

**Technology & Semiconductor**



## The Challenge

ScaleFlux faces several critical challenges, including:



### Complexity of Deployment:

Businesses often hesitate to adopt computational storage due to its perceived complexity and integration challenges.



### Prevailing Misconceptions:

Computational storage is often seen as niche or overly complex, limiting its appeal.



### Market Awareness:

The market's understanding of how computational storage enables AI and big data lags behind its potential.



### Sustainability Challenges:

The industry's slow adoption of sustainable practices requires leadership and advocacy from forward-thinking companies like ScaleFlux.

These hurdles necessitate a multi-pronged strategy focused on reframing storage as a strategic asset while addressing misconceptions and advancing adoption.



## The Opportunity

With the launch of a strategic PR campaign in partnership with JOTO PR, ScaleFlux is seizing the opportunity to:

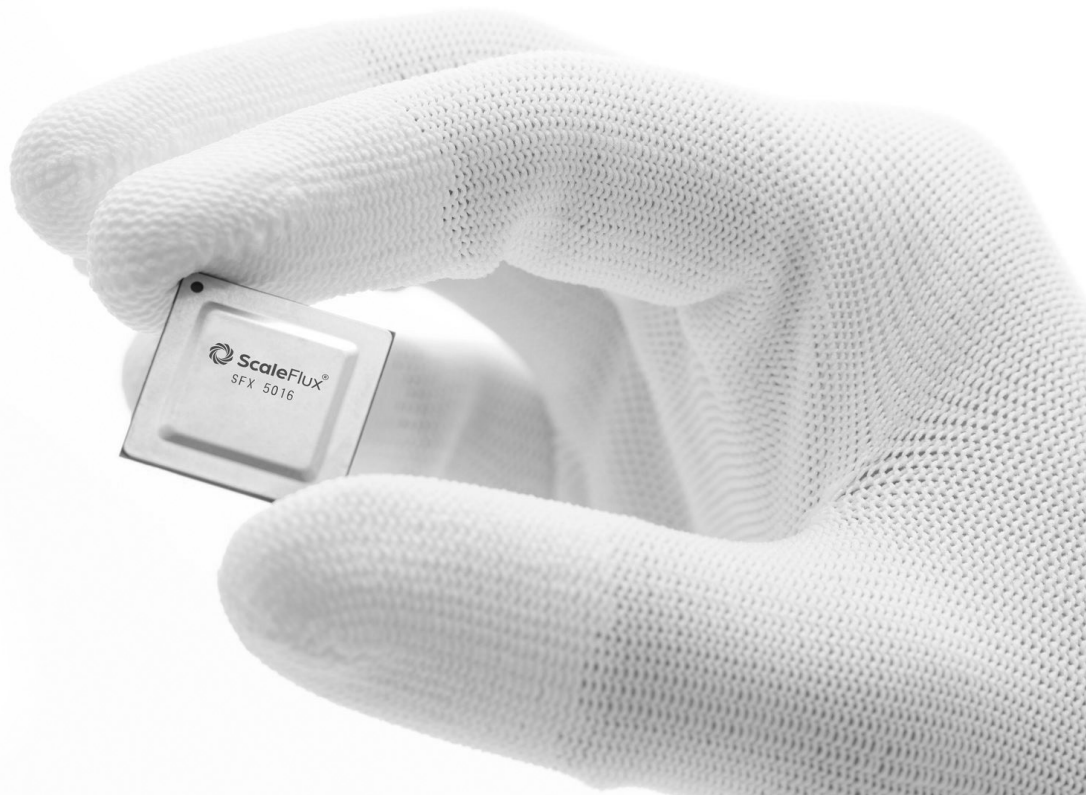
- > **Position as Industry Leader:** Showcase ScaleFlux's pivotal role in advancing AI and big data analytics.
- > **Reframe Storage Conversations:** Highlight computational storage as a cost-efficient and indispensable technology for modern IT infrastructures.
- > **Promote Sustainability:** Align with global sustainability goals by emphasizing the energy efficiency of ScaleFlux solutions.
- > **Leverage New Product Lines:** Introduce the CSD 5000 series to sustain growth momentum and capture market share in Q4 2024.



## Results

ScaleFlux's strategic campaign achieved the following milestones:

- > **Media Coverage:** 72 articles and media placements in 12 months, including features in mid-tier publications, reaching over 18 million unique viewers.
- > **Campaign Goals:** Successfully challenged conventional narratives in the storage industry, resulting in increased awareness of computational storage benefits.
- > **Market Differentiation:** Successfully positioned ScaleFlux drives as the default choice for SSDs for active data by effectively addressing end-user pain points and demonstrating how ScaleFlux's features directly resolve these challenges, driving preference over competitors.
- > **Thought Leadership:** Enhanced ScaleFlux's visibility as a thought leader in sustainability and computational storage.





## Media Exposure Metrics

JOTO PR's targeted media outreach resulted in:

- > **Industry press:** 49 stories (68%); mid-tier: 13 (18%) and top tier media: 10 (14%) spotlighting ScaleFlux's role in advancing IT infrastructure.
- > **17,618,575 unique views** across multiple platforms.
- > **High-profile features in prominent industry journals and tech-focused media**, underscoring the scalability and innovation of computational storage.

## And ScaleFlux Responded!



*With JOTO PR, I get way more output with much less effort on my part. As a leader focused on product management & marketing, I found JOTO's style more efficient in identifying news—in fact, not only are they completely unique in that regard, but they do it very well. Their follow-ups are consistent too. ScaleFlux has consistently demonstrated its ability to lead the conversation on computational storage and sustainability. Working with JOTO PR has amplified our voice, allowing us to connect with a broader audience and achieve our business goals faster than anticipated."*

— **JB Baker**  
**Vice President of Products, ScaleFlux**



## About ScaleFlux

ScaleFlux specializes in computational storage solutions that combine cutting-edge performance with sustainability. With a strong focus on enabling AI, big data, and energy efficiency, ScaleFlux's products are reshaping the storage landscape for enterprises worldwide. Visit [www.scaleflux.com](http://www.scaleflux.com) for more information.

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