



SkyHawk
for Vigilant
Surveillance



CASE STUDY

Desiring a greater influence within the security industry, Seagate hired Maize in 2018 to establish partnerships with key security leaders, trade associations and media, educate stakeholders on the value of Seagate's Skyhawk solutions, and position Seagate as a trusted storage provider.

DIGITAL

Launching lead generation campaigns with security outlets to drive downloads of compelling Seagate white papers.

- **SecurityInfoWatch.com SMART Paper Campaign:**

"Seagate Storage Powers Big Data Insights for Traffic Management in Smart Cities"

- **SDM and SecurityInformed.com Lead Gen Campaigns:**

"How to Overcome the Storage Challenges of Adopting Surveillance AI"

- **Leads Generated: 200+**

THOUGHT LEADERSHIP

Increasing Seagate's credibility and positioning Seagate as a subject matter expert for the industry's premier conferences.

- **3 Secured Speaking Engagements**

- **3 Skyhawk Award Wins**

- **1 Event Sponsorship**

PUBLIC RELATIONS

- 29 Placements
- 11 Round Tables
- 7 Product Placement
- 5 Article by Editors
- 5 Contributing Articles

CONTENT

- 14 Blogs
- 7 Use Cases
- 2 White Papers
- 6 Infographics

