

Event Report

EXPRESSCLUSTER 3 City Launch in India



NEC India, a leading network communications and information technology company announced the launch of a new software solution – EXPRESSCLUSTER X 3.0 Series that minimizes the loss of business opportunities during maintenance or disasters in February this year.

More than 325 attendees in Mumbai, Bangalore and Delhi

High demand on high availability and disaster recovery in India

Due to recurring natural disasters and increasing security threats in India, business continuity and disaster management has assumed significant importance in the enterprise community. To meet this insight and build the necessary buzz around this solution, NEC India officially launched EXPRESSCLUSTER through the 3-city-launch-event in Mumbai, Bangalore and Delhi leveraging on rolling out an integrated marketing campaign effectively.

Keeping this in mind, every campaign was custom made to target the enterprise community and make them understand the significance of business continuity and how NEC can help them run mission critical applications with minimum downtime.

Not only was the message well communicated by the team in India, it also generated considerable interest in the customer and partner community. As a result of this, there has been active lead generation and sales closures in the market post this launch.



Audience



Audience

3 City Launch in India

In the launch event, Vijayant Khattry, - *Marketing Manager (NEC India)*, welcomed all the attendees with his opening speech. Abhilesh Guleria, - *Sales Leader IT Platform (NEC India)*, covered the NEC's IT Platform business scope in India followed by Kotetsu Omiya, - *General Manager of 1st IT Software Division*, addressing the IT Software introduction as well as EXPRESSCLUSTER global strategies. Varun Malik, - *Pre-sales leader (NEC-HCL India)*, explained EXPRESSCLUSTER product including its live demonstration.

In addition, very interactive Q&A session was implemented. NEC welcomed lots of questions on the product and strategies at the end of event agenda. For example, the conditions of disaster recovery function, the difference between XenMotion, vMotion and EXPRESSCLUSTER and so on.

Moreover, more than 325 individual attended in the 3 cities including partners & customers and the event got decent exposures in Indian Trade Media Publications. We received very positive feedbacks on the event from the questionnaires. It means that the demand on high availability and disaster recovery in India is quite high and our strategies are on the right way.



Vijayant Khattry – Marketing Manager of NEC India



Abhilesh Guleria – ITPF Sales lead of NEC India



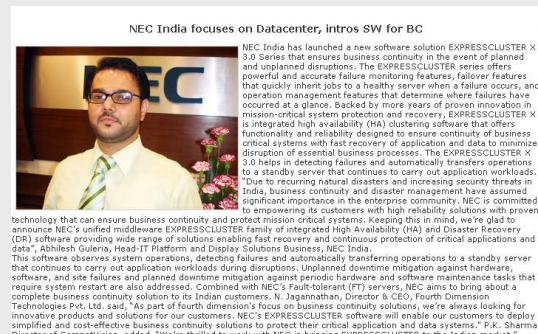
Kotetsu Omiya – 1st IT Software Division of NEC Corp.



Varun Malik – Pre Sales leader of NEC-HCL Technologies



Q&A Session



Media coverage : Digital Edge

Contact :

NEC Corporation – IT Network Global Solutions Division

E-mail : info@expresscluster.jp.nec.com

For more product information, visit our website : <http://www.nec.com/expresscluster/>

- ExpressCluster is a registered trademark of NEC Corporation in the United States and other countries.
- Other product names and company names in this report are registered trademarks or trademarks of their representative holders.
- Information in this report is subject to change without notice.