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## Copy

Client: CCG

Re: Marketing –Tech Company Landing Page and Lead Gen Emails -**COPY**

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### Scope of Work

CCG has contracted with Galvin and Associates to provide copy for a Cleversafe Landing Page and lead generation emails to promote it.

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COPY

### LANDING PAGE

**Cleversafe** (LOGO)

Storage beyond scale™

#### **A better way to store data is a better way to run your business.**

Cleversafe has reinvented storage technology to meet the needs of unstructured data users who need ease of retrieval and reliable backup. Cleversafe employs an object-based, disbursed storage platform that allows massive scalability and features geographic independence and multi-tenant capability, and is ideally suited to petabyte-scale storage.

Whether it's documents, feature-length movies, or photos and imagery, companies using Cleversafe house their unstructured data in a cloud-based system that will retrieve the versions required, from 4k resolutions to on-demand media-rich content. Cleversafe supports multiple applications and access protocols.

Cleversafe's object-based storage dramatically reduces the need for mirroring and duplicate data backups and requires 50 percent less hardware than RAID and replication technologies. As an added benefit, companies using Cleversafe use off-the-shelf commodity hardware, which provides significant cost savings.

With Cleversafe's accessible, reliable content storage solution, a company can grow as fast as demand dictates – even as it dramatically reduces costs.

Major League Baseball's Miami Marlins are just one example of Cleversafe's storage technology in action. Read the white paper to see the details.

#### **Shutterfly, the Miami Marlins, Sky, and Hightail use Cleversafe**

Dozens of progressive companies use Cleversafe to secure, manage, retrieve and distribute data. The benefits of the Cleversafe platform include:



(ICON) Scalability – Cleversafe is uniquely suited to upscale capacity, petabyte and beyond, with no sacrifice in accessibility or security and no dramatic uptick in costs

(ICON) Security – Protect mission-critical data with zero-touch encryption and built-in carrier-grade security

(ICON) Availability – Data is always available, with a Disbursed Storage system that provides access regardless of planned or unplanned downtime

(ICON) Efficiency – Simplify management with intuitive platform management tools that are 15 times more efficient than legacy operations

(ICON) Economics – Dramatically reduce long-term total cost of ownership with a premium software-based solution that runs on commodity hardware

## What our customers are saying

*“Cleversafe gives us the foundation for our data to be highly available for any application or any mobility device, now or in the future. We can expand our data safely via any resource application means necessary. This gives us flexibility for growth, replication and protection and Cleversafe will be the vehicle to drive us there.”*

David Enriquez Senior IT Director

## Download the Cleversafe white paper

\*First Name

\*Last Name

\*Email

\*Choose Industry

\*My Role

\*Company Name

\*Company Size

\*Required

**DOWNLOAD WHITE PAPER** (BUTTON)

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## EMAILCAMPAIGN

Miami Marlins Case Study White Paper - Landing Page Nurturing Emails

1) Thank You – initiated with download of White Paper

2) Chat with our Sales Team – initiated 5 hours after download

3) Visit our Resource Center – initiated 2 weeks after White Paper download

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1) *Thank You* – initiated with download of White Paper

*Subject Line*

**You downloaded the Cleversafe Miami Marlins white paper - thanks**

*Title Copy*

**Cleversafe data storage is ideal for rich content like the Miami Marlins**

The Miami Marlins record every pitch, swing, throw, run, steal and statistic of 162 baseball games –more if they make the post-season- requiring up to a terabyte of storage per game. They chose Cleversafe as their storage solution.



If your company needs a data storage solution that is highly accessible, reliable, efficient and cost-effective, make the move to Cleversafe.

[Connect](#) with the Cleversafe Sales Team

[Visit](#) the Cleversafe Resource Center

Cleversafe (LOGO)  
**Storage beyond scale™**

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2) *Chat with our Sales Team* – initiated 5 hours after download

*Subject Line*  
**Cleversafe helped the Miami Marlins – let's talk about you**

*Title Copy*  
**Tell us your data storage needs and we'll create a Cleversafe solution.**

*Body Copy*  
Cleversafe's object-based storage system is perfect for companies with large amounts of unstructured data, like the media-rich content of the Miami Marlins.

With massive scalability, easy access and retrieval, geographic independence and multi-tenant capability, Cleversafe may be the perfect solution for your company as well.

Click on the button below for immediate connection to a Cleversafe solutions expert, and find out how much better storage can be – at a significantly lower cost.

Connect with the [Cleversafe Sales Team](#)

Visit the Cleversafe [Resource Center](#)

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3) *Visit our Resource Center* – initiated 2 weeks after White Paper download

*Subject Line*

**Cleversafe storage technology is revolutionizing use, cost for media-rich content**

*Title Copy*

**Learn about the technology that makes Cleversafe the smart data storage solution.**

*Body Copy*

Cleversafe has reinvented storage technology to meet the needs of unstructured data users who need ease of retrieval and reliable backup. Cleversafe employs an object-based, disbursed storage platform that allows massive scalability and features geographic independence and multi-tenant capability, and is ideally suited to petabyte-scale storage.

Cleversafe is the storage solution of choice for the Miami Marlins, Shutterfly, Sky Hightail and dozens more – and it may be the ideal operational and competitive advantage for your company as well.

Click on the [Resource Center](#) button below to learn details of this revolutionary data storage platform.

Visit the Cleversafe [Resource Center](#)

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