

Case Studies – India Tech Leaders



Building Snowflake's brand recall in India

Problem Statement:

Snowflake, the Montana (US) headquartered data cloud company launched in India in 2019. Faced with the challenge of building its brand in India, the company wanted to establish strong recall with customers and local talent as developed its business in the country. To that end a focused thought leadership and executive profile building strategy was needed.

Our approach:

We designed a strategic storytelling approach for Snowflake in order to build its reputation as a leader in cloud data space. By focusing on innovative thinking, solutions, we not only positioned Snowflake as an attractive proposition to potential partner, customers but also to young engineering and business talent who were looking to develop their careers with a progressive, international company.

Outcome:

From being a relatively new entrant in 2019, today Snowflake is one of the respected tech companies in India coveted for its quotes and commentary. The company has grown exponentially in India with double digit growth in last four years working with Priority Consultants.



We don't do 24-month projects, we can deliver in a few weeks: Snowflake India MD

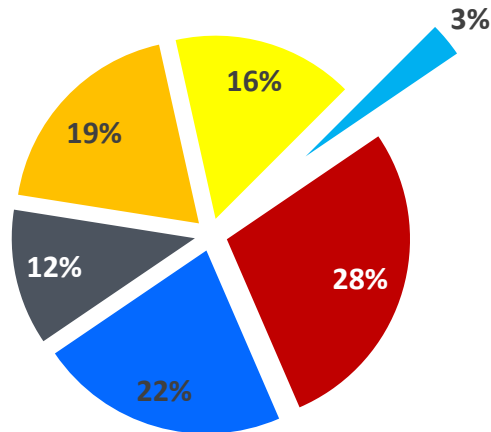
While multi-cloud managed SaaS from Snowflake has been present in India and the Southeast Asia region, Vinod Venkatram became its first hired employee in the region about three and a half years ago. He says India is a big market for Snowflake as it is set to get its first public sector project here.

DEBANGANA GHOSH | SEPTEMBER 09, 2022 / 12:34 PM IST

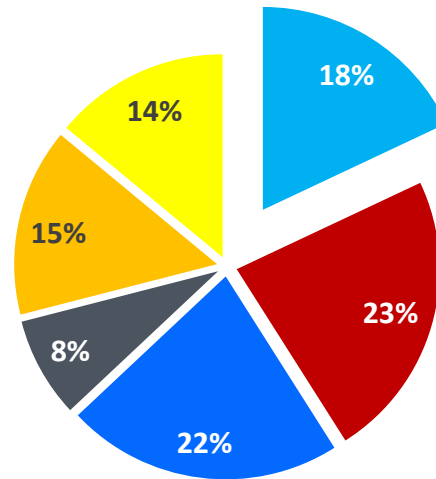


Snowflake's coverage metrics 2019 - 2022

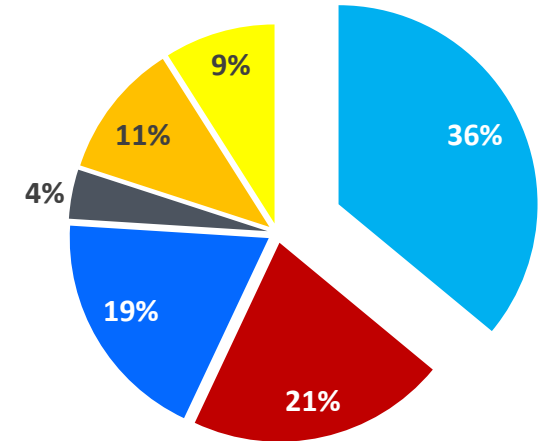
Coverage Share 2019



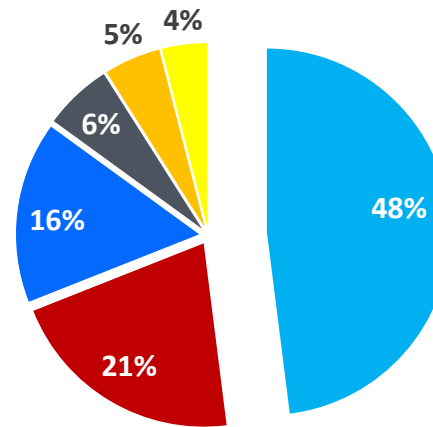
Coverage Share 2020



Coverage Share 2021



- Snowflake
- Oracle
- SAP India
- Databricks
- Google Bigquery
- AWS Redshift

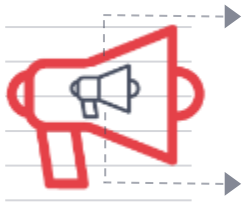


Coverage Share 2022



Snowflake's brand presence highlights

SHARE OF VOICE



3% in 2019

In 2019 Snowflake was a relatively unknown brand with a SOV of only 3%

48% in 2022

Snowflake's SOV has soared to 48% in last 4 years



84 Clippings



<US\$2M PR Value

Published in Technology and Business Media



“Priority Consultants has a very strong team and their enthusiasm and energy to support our business shines through. Their pitches and ideas have helped propel our business in India.”

Fatima Adam
PR Director (APJ), Snowflake



We don't do 24-month projects, we can deliver in a few weeks: Snowflake India MD

“Snowflake is a very good product and it is very easy to use. It is a very good product and it is very easy to use. It is a very good product and it is very easy to use.”



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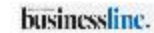


'We Are Super Excited And Bullish About India': Snowflake CIO & CDO

“We are super excited and bullish about India. We are super excited and bullish about India. We are super excited and bullish about India.”



“We are super excited and bullish about India. We are super excited and bullish about India. We are super excited and bullish about India.”



SaaS company Snowflake to foray into public sector segment

“Snowflake is a very good product and it is very easy to use. It is a very good product and it is very easy to use. It is a very good product and it is very easy to use.”



“Snowflake is a very good product and it is very easy to use. It is a very good product and it is very easy to use. It is a very good product and it is very easy to use.”



Problem Statement:

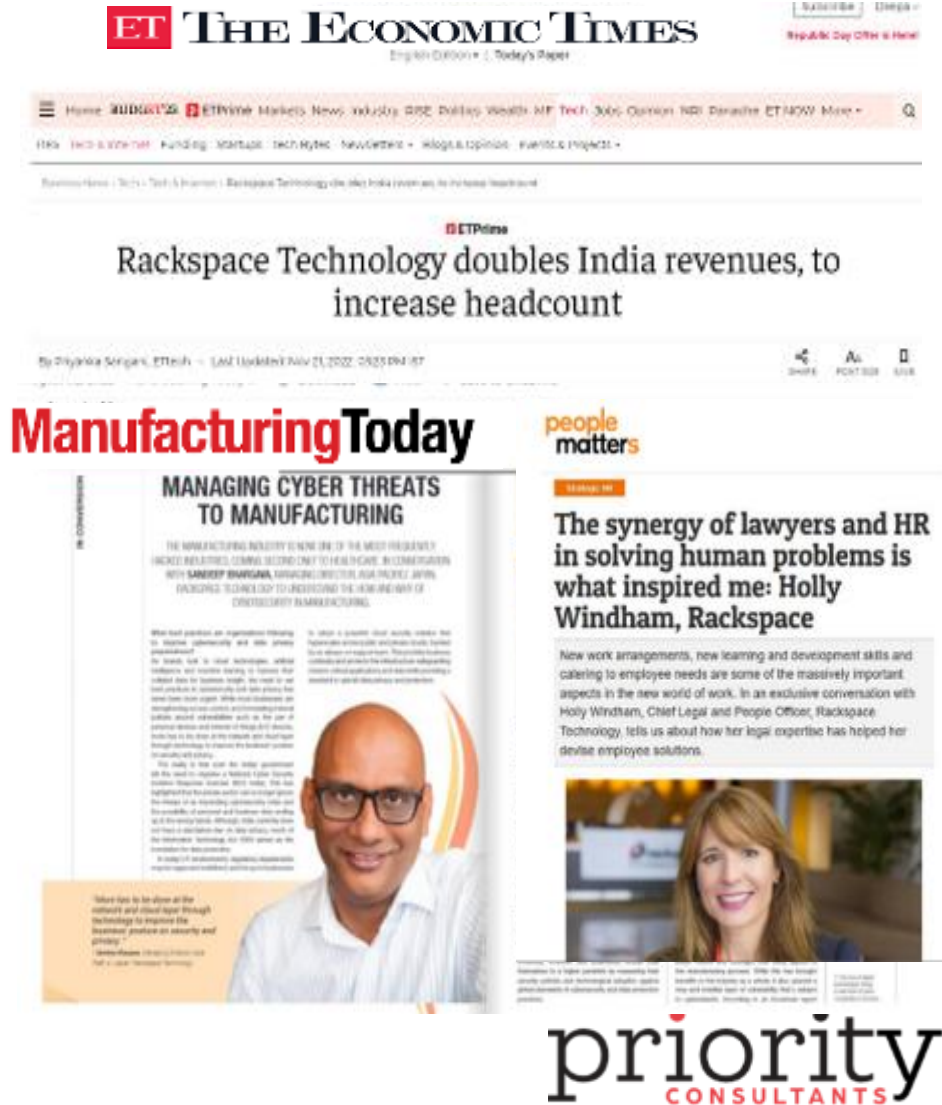
With the pandemic led disruption in 2020, '**Digital Transformation at Scale**' became a business imperative for enterprises. Rackspace partnered with Priority Consultants to help showcase their '**multi cloud**' and '**data monetisation**' capabilities in order to establish their reputation as a digital transformation and a multi cloud expert.

Our Approach:

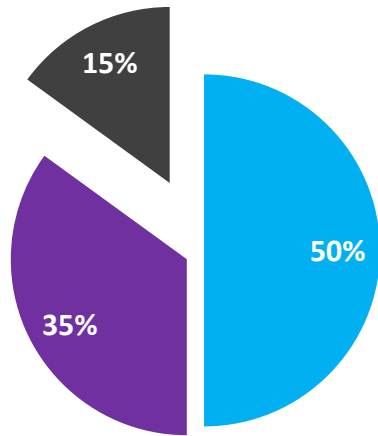
We adopted a strategy of educating target CXOs on the value of building a resilient, digital future ready organization built on the cloud through our spokesperson led storytelling approach. We showcased Rackspace's capability to ring-fence businesses and fast track growth.

Outcome:

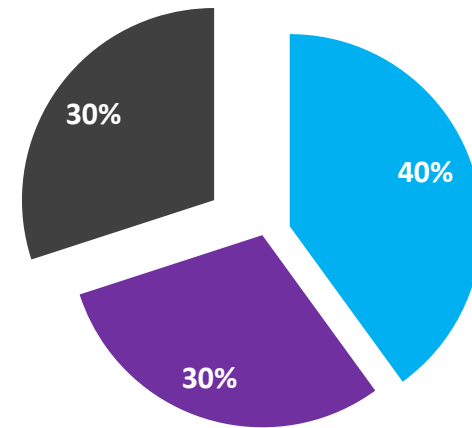
Rackspace was able to leverage the interest around digital transformation and data cloud growth to build a strong business the last three years. Today, it is a very well respected brand and Sandeep is considered by media as an expert in cloud commentary.



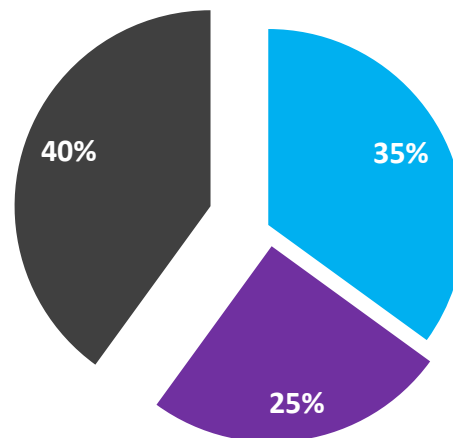
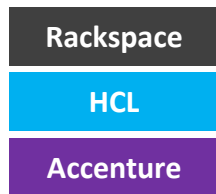
Coverage Share 2020



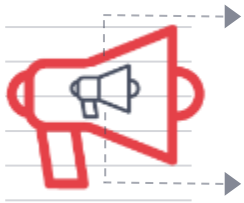
Coverage Share 2021



Coverage Share 2022



SHARE OF VOICE



15 % in 2020

Rackspace competes with Industry giants like HCL and Accenture

40% in 2022

Despite competing with industry giants, Rackspace's SOV grew almost 3 times in last 3 years



73
Clippings



<US\$1.5M
PR Value

Published in Regional Technology and Business Technology Media



“Priority Consultants has a very strong team and their capability to deliver across markets in SEA and in India is seamless. Over the years, they have played a critical role to promote our leaders and our solutions”

Vanessa Cremona
Head of Communications (APJ), Rackspace



Rackspace Technology doubles India revenues, to increase headcount



Computer vision and beyond: The future of AI in India's insurance industry





Building a niche for Fivetran in cloud conversation

Problem Statement:

A data integration provider, Fivetran's business model is a rapidly growing space that is not only technical but also on that is least understood. The company having established a presence in India for best part of a decade approached Priority Consultants India to raise the profile through media engagement.

Our Approach:

We worked to simplify the value proposition and technology offerings of Fivetran while positioning them as an enabler of enterprise growth with better productivity. Our strategy was to leverage the stories that mattered to the Indian CXOs and elevate their discussions to a business narrative through a series of educational meetings with them to explain the nuances of Fivetran's business.

Outcome:

Once business press understood and appreciated that automation of data integration and flow is a critical part of the overall cloud development, they desire to seek out Fivetran for commentaries and opinions grew. Frequent publicity in platinum business press elevated the company's visibility helping it to strengthen its presence in India.

CXO of the Week: Vikram Labhe, Vice President & Managing Director, Fivetran India

CXO OF THE WEEK | By: Manisha Sharma | August 17, 2022



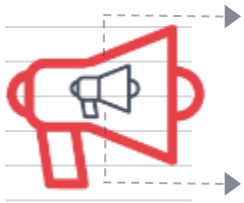
In our latest podcast series, Satavisa Pati, Content Analyst at Analytics Insight, talks to Vikram Labhe, Vice President & Managing Director of Fivetran India. During the conversation, he explains the trends in the digital technology market and shares his opinion on the dramatic growth of SaaS-based startups in India.





Fivetran's brand presence highlights

SHARE OF VOICE



0% in 2021

Fivetran had no coverage in mainline business press prior to 2022

30% in 2022

Coverage mix of mainline business press increased to 30% in 2022



58 Clippings



<US\$1M PR Value

Published in Technology and Business Media



"We are very pleased with the media delivery capabilities of the Priority Consultants team. We would like to continue your services with the higher proposed fee."

Ross Perish
Senior Director, Global Communications



CIO News / Latest CIO News / Big Data

ETL or ELT? The Big Data age calls for the right integration strategy

With greater storage, computation and bandwidth readily available, businesses must find the best fit for their needs

ETC | March 01, 2022, 08:54 EST



By Vikram Lohia

THE TIMES OF INDIA

ND

Why automation needs to be at the Centre of Digital Transformation

December 3, 2022, 12:42 PM IST / News/Analysis/Opinion



Vikram Lohia

Vikram Lohia is the
President & Managing
Director, RSTN India

With digital technologies now underpinning all aspects of the business, many enterprises are now by default having to pivot quickly to become digital first. Growing customer expectations, as a result of improved access to digital services over the course of the last two years, has had a profound and long-lasting impact. Research and Markets, for instance, estimates that e-commerce in the region is projected to grow 10.24% (CAGR) over the next five years.

Naturally, to ensure that digital transformation is a success, it is critical that business decisions are guided by rigorous data analysis. Sure enough, businesses are striving to achieve this through several measures, from scaling up their analytics teams to getting IT departments to better meet the needs of these teams.

Problem Statement:

Business Finland, a public agency under the aegis of The Finnish Ministry of Employment and Economy, approached Priority Consultants in 2021 with the objective to promote work-based and study-based migration by positioning the country as the perfect destination for employment and learning for Indian nationals.

Our approach:

In order to build a compelling narrative around Finland being the ideal place for Indian Tech talent, we designed a strategic 360 degree media campaign that included earned media opportunities, sponsorship opportunities and content partnership with platinum media. In the absence of a designated spokesperson for the India market, this approach helped enhance the brand profile and create a strong associative top-of-mind recall. The campaign helped to build an aspirational connect among the target group of tech talent and students.

Outcome:

In a recently concluded event in India that highlighted what makes Finland the happiest country in the world to both work and live in, Business Finland saw interest from more than 5000 students and entrepreneurs who want to move to Finland to pursue their career.

Business Standard

Finland invites Indian tech professionals during global layoff season

Work-based migration and study-based migration opportunities

Topics: Finland | India | Sector: IT | Jobs

Source: [Link](#) | [New Delhi](#) | Last Updated: January 30, 2023, 11:06:07

Finland has invited Indian techies to migrate there for work, offering opportunities as global tech companies lay off thousands of employees.

Finland aims to double work-based migration and triple study-based migration by 2030. "We are happy to welcome talent from India to Finland. Finland offers career opportunities in a myriad of professions like IT, health tech, clean tech, hydrogen and battery industries, manufacturing, hospitality & tourism and health sector," said Laura Lindeman, senior director, Work in Finland, a government-backed group.

Business Finland, a government organisation for innovation funding and trade, travel and investments, in December 2022 signed a memorandum of understanding with the Confederation of Indian Industry for talent mobility. Finland's government wants to attract new talent and skilled workers to increase tax revenue and fight population decline.

DATAQUEST

Finland Job Opportunities Announced for Indian Tech Talent, Here's Who Can Apply



Finland job opportunities has been announced for Indians. Finland has invited Indian tech talent to launch or reestablish their careers in the country. Finland has been voted the World's Happiest Country for the fifth year by the World Happiness Report 2023. The company says that they pay extreme emphasis to work-life balance, support for families, and being home to some of the greenest cities and most innovative companies in the world. Finland is aiming to double work-based migration and triple study-based migration by 2030. Laura Lindeman, senior director, Work in Finland said, "We are happy to welcome talent from India to Finland" on the Finland job opportunities.



Enhance Rocket Software's brand reputation in India

Problem Statement:

Rocket Software, a US-based enterprise software development organization, wanted to expand its operations in India and approached Priority Consultants in 2022 to create brand awareness. Their focus is to launch the brand and build on this to enhance their reputation in order to attract both talent and customers.

Our approach:

We created a maiden communications charter for Rocket Software in India which was a mix of spokesperson led strategic storytelling and trusted advisor opinion program. We carried out a consummate relationship building exercise, educating through the media and Key Opinion Leaders about Rocket's value proposition and programmed why they consider India as a high growth region.

Outcome:

The communications efforts have resulted in an increase of brand visibility in the media. The company's CEO Millan Shetti was profiled in India for the first time, however, as a result of our campaign. Today the company receives regular media requests for Rocket Software for Millan's quotes for national agenda stories.

Business Standard

Rocket Software eyes \$1 bn turnover in 18 months, to expand India presence

US-based firm's current revenue at \$800 mn; company hopes to grow India customer base by 2-3x

Topics
Machine Learning | software | Companies

BS Reporter | Chennai
Last Updated at December 30, 2022 23:27 IST



Leading with Storytelling

Public Relations for Success