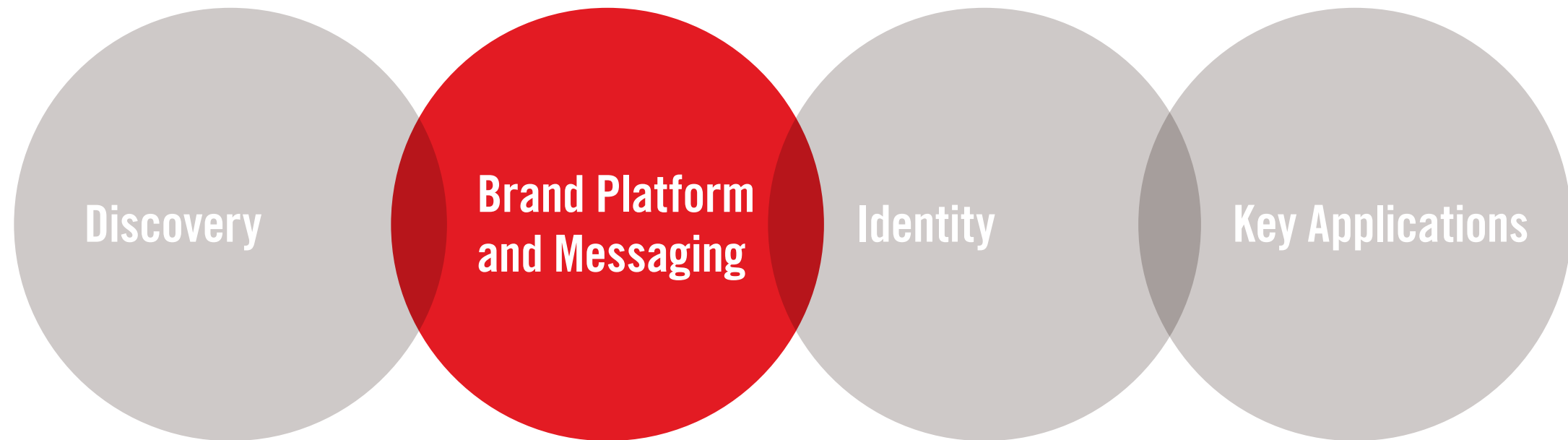


Nirvanix Identity

Brand Platform and Messaging

Round 1 | July 25, 2013

Where We Are in the Process



Brand Status

Where is Nirvanix today? Why are we defining the Nirvanix brand?

Nirvanix is among the bedrock providers of cloud storage for enterprises. And yet, it remains relatively unknown within the ranks of cloud service suppliers.

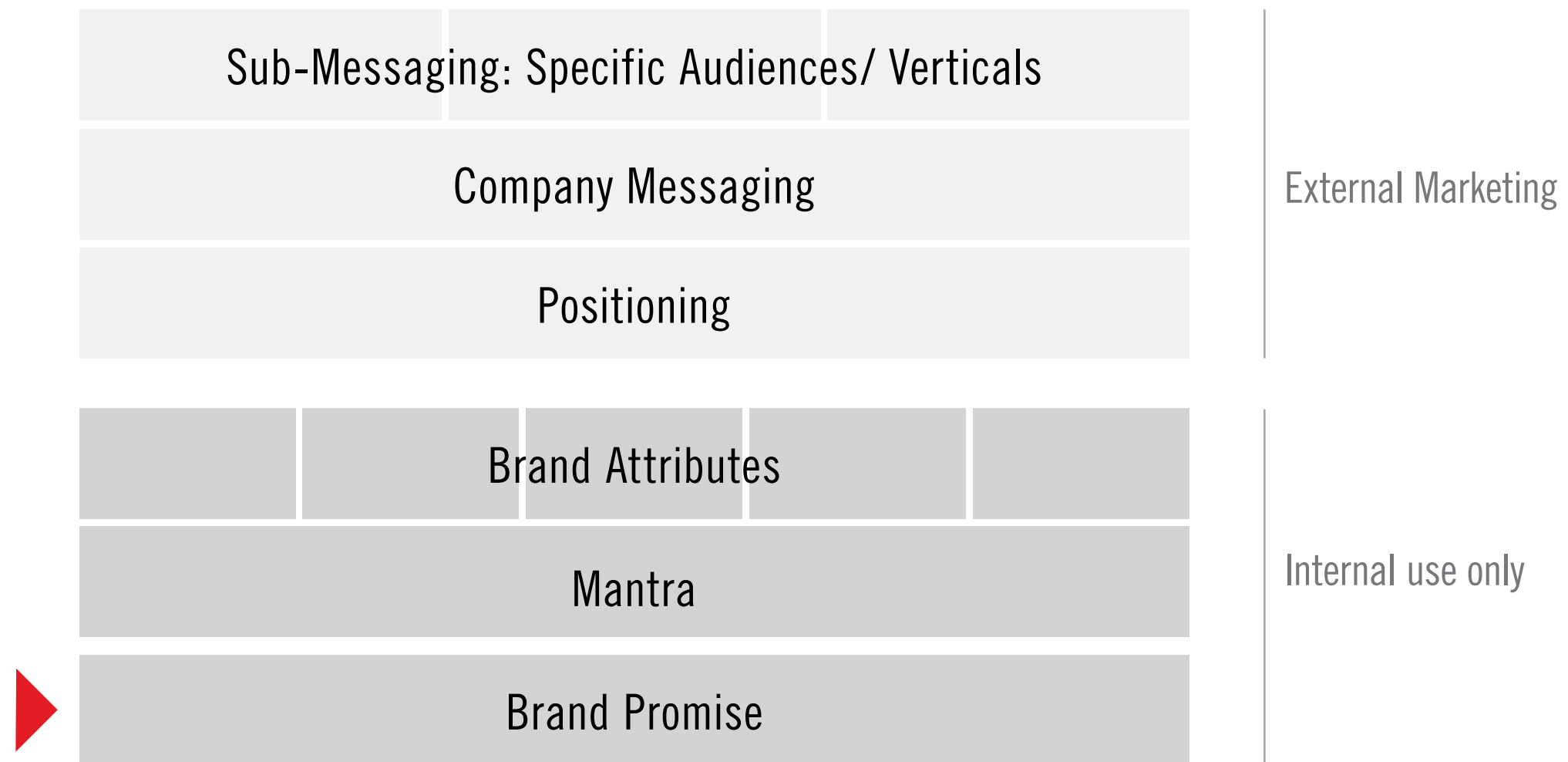
With new patents awarded, an abundance of brand-name customer wins and an emerging industry reputation for being the best at what they do, Nirvanix is well-positioned to achieve brand ascendancy and greater market success.

Key to this success is optimizing its current growth momentum in part with a strong brand identity and platform that resonates from the inside out. Building brand trust is no mystery; it starts with defining and asserting a clear and simple credo and continually repeating that narrative in every avenue of communication.

Brand Platform

Building the Brand Platform

We start at the bottom, with the Brand Promise as the foundation. We then build upward to create positioning and messages that are relevant and consistent with the core company attributes.



Internal Brand Elements

Brand Promise

What does Nirvanix stand for? What is the unique commitment Nirvanix makes to their customers?
For internal Nirvanix use. Choose one option or combine elements into a single option.

Option 1
(bold, broad,
succinct)

Nirvanix is the world's best cloud service provider for enterprises.
Nirvanix delivers affordable, secure and enduring data service with exceptional personal support and visibility.

Option 2
(specific,
focused)

Nirvanix delivers premium cloud storage for small, mid and large enterprises, providing affordable, secure and permanent archiving and data retrieval with the highest-quality service.

Option 3
(descriptive,
sales-oriented)

Possessing the experience, perspective and technological know-how to navigate today's enterprise cloud storage needs, Nirvanix offers customers premium data security and longevity with superior service, support and visibility.

Mantra / Internal Tagline

A short, easy to remember phrase that serves as a reminder of Nirvanix's core promise.
For internal Nirvanix use only. Choose one option.

1. Nirvanix: Storing Enterprise Data in the Cloud—Forever
2. Nirvanix: The Enterprise Cloud Storage Experts
3. Nirvanix: The Enterprise Cloud Data Safekeeping Specialists
4. Nirvanix: Unrivaled, Uninterrupted Cloud Data Conservation
5. Nirvanix: Passionate about Protecting Your Data in the Cloud
6. Nirvanix: Passionate about Cloud Data Preservation
7. Nirvanix: Enterprise Cloud Service Architects
8. Nirvanix: Cloud Service Architects for the Enterprise
9. Nirvanix: Permanent Data Preservation in the Cloud
10. Nirvanix: Premium Data Preservation in the Cloud

Brand Attributes

The qualities Nirvanix strives for in their behaviors and actions that prove their brand promise to be true. For internal Nirvanix use only.

UNIQUE ATTRIBUTES

Attributes that distinguish Nirvanix from its competitors

- › Premium
- › Service-oriented
- › Innovative
- › Nimble
- › Accessible

CORE ATTRIBUTES

Basic attributes that Nirvanix and other cloud service providers can claim

- › Secure
- › Reliable
- › Global
- › Scalable
- › Non-proprietary
- › Affordable

Brand Attributes Rational

The rational for each unique Nirvanix attribute. For internal use only.

Premium: Nirvanix brings a passion for cloud storage to the enterprise storage domain. Our revolutionary approach embodies a long history of providing cloud storage from the ground up. Our engineers provide an artisanal level of expertise and commitment to the highest quality products and service.

Service-oriented / Accessible: Nirvanix knows enterprise cloud storage servicing inside and out. When we say 24/7, we mean around-the-clock, in-your-time-zone assistance of the human kind; no status-quo box solutions or empty solicitudes

Innovative: Nirvanix maintains an ever-vigilant focus on bringing new, cutting-edge technology to market. Cloud storage is all we do, so we do it with singular intent and purpose. Our solutions continue to receive praise from the industry's leading analysts and are chosen by the world's best companies, including IBM, Dell, and VMware.

Nimble: Nirvanix is the high-end boutique brand with the cost-effective price tag. We pride ourselves on our "one size does not fit all" tailored approach to service and are the only company that offers the choice of public, private or hybrid cloud storage for enterprises.

External Brand Elements

Positioning – Option 1

The desired, differentiated and defensible perception Nirvanix wants customers and influencers to have of who Nirvanix is in relation to the market and their competitors. For external use. Option 1 is the most high-level and takes a more visionary approach.

Nirvanix was founded on the belief that customizable and accessible cloud services are the future of IT.

With a innovative team of leading data and storage engineers, Nirvanix is the premium provider of fully managed, global, and flexible access to their most valuable asset — their data.

Positioning – Option 2

The desired, differentiated and defensible perception Nirvanix wants customers and influencers to have of who Nirvanix is in relation to the market and their competitors. For external use. Option 2 offers a more specific and direct approach.

Nirvanix is the leading cloud storage company for enterprises of all sizes. Nirvanix enables companies to store, archive and retrieve their most important assets with affordable, flexible solutions tailored to their specific business needs.

Positioning – Option 3

The desired, differentiated and defensible perception Nirvanix wants customers and influencers to have of who Nirvanix is in relation to the market and their competitors. For external use. Option 3 is the most pragmatic option and is supported by specific data.

Nirvanix offers enterprises of all sizes fully managed premier cloud storage services, designed from the ground up for optimum data preservation and retrieval at minimum cost.

Ranked as the first choice for data archiving and tied for overall data storage, content distribution, backup and primary cloud storage,* Nirvanix delivers pioneering technology, superior service and customized solutions so companies can control their most valuable asset—information.

*Gartner Inc., “Critical Capabilities for Public Cloud Storage Services,” 2012.

Company Messaging

Who is Nirvanix? For external use in marketing communications materials.

Nirvanix is the enterprise cloud service expert. Launched in 1997 with the single focus of delivering the world's best cloud storage for the world's best companies, it's our passion that has helped us deliver the most secure, the most reliable and the most cost-effective enterprise storage solutions in the market today.

We specialize in data archiving, content distribution and backup—and we are the only company that provides all of these services in a public, private and hybrid cloud solution. We are not a “commodity” cloud company; cloud data storage for the enterprise is our expertise, coupled with an unparalleled commitment to delivering the latest innovations and highest service levels to enterprises worldwide, from SMBs to Fortune 500 companies.

Large Enterprise Messaging

Messaging written specifically for large enterprise customers. For external use.

We know large enterprises need the highest possible security, reliability, and availability for their data storage. At the same time, IT managers expect support and technical assistance 24x7. We deliver enterprise-class support and reliability at affordable prices.

When it comes to meeting the needs and expectations of today's IT leaders and those decision makers who evaluate, purchase and manage data storage systems, Nirvanix is positioned among the elite. Nirvanix is the only company that offers fully-managed public, private and hybrid cloud storage services with usage-based pricing (under its CloudComplete™ portfolio). There is no limit to the size of the data we can store for our customers, and there's no physical storage hardware to buy, maintain or upgrade.

For companies transitioning to the cloud for the first time, identifying a vendor with whom they may form a strategic partnership is critical. Nirvanix is this partner, delivering consistent service, unwavering support, ease of management and a host of value-added services that is unrivaled.

Large Enterprise Messaging: What is Enterprise-Class Support?

Messaging written specifically for large enterprise customers. This messaging addresses Nirvanix's strength in customer support and distinguishes it from commodity-cloud service providers. For external use.

Cloud storage offerings from commodity providers claim to offer customer support. But dig deeper and you'll find that this support typically consists of an email address or a call-center phone number with limited access to actual technical experts. True enterprise-class support only comes from Nirvanix.

Our enterprise support subscribers are assigned a dedicated account team comprised of an Account Solutions Executive and a Client Solutions Engineer. Nowhere else will you find the peace of mind and benefits of having access to Nirvanix representatives who have worked with you and are familiar with your enterprise and your unique implementation.

SMB Messaging

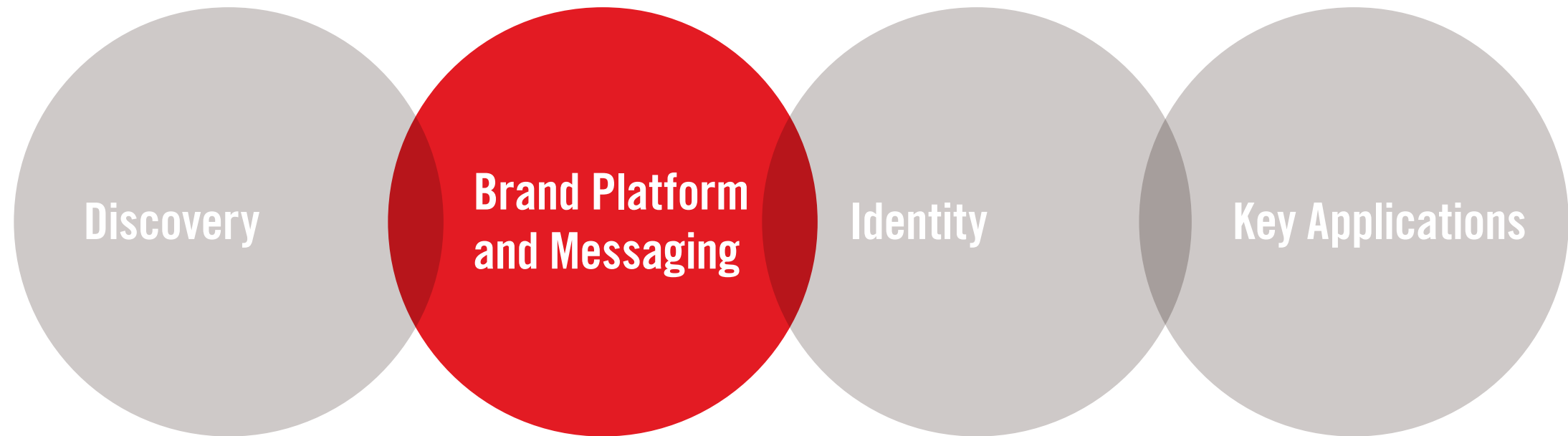
Messaging written specifically for the small and mid-size enterprise customer.
For external use.

We enable small and mid-size enterprises to spend less time and money worrying about their data so they can focus on their core business needs. There's no physical storage hardware or software to purchase, maintain or upgrade. Our solutions allow companies to only pay for the storage they actually need and use. We then provide the flexibility to grow or shrink storage capacity as your businesses needs evolve.

We offer price-competitive solutions without the hidden fees that commodity cloud storage vendors fail to disclose. We also provide robust service-level agreements and your choice of data locations. For companies with smaller data storage needs, we also offer a simple self-service pricing and support option while still delivering the reliability and security your company deserves.

Next Steps

Next Steps



- › Messaging Feedback
- › Messaging, Round 2
- › Final Messaging Approved

- › Identity Design, Round 1: Three Concepts
- › Select One Concept for Refinement
- › Identity Design, Round 2
- › Final Identity Approved

- › Applications With New Identity, Round 1
- › Applications, Round 2
- › Final Applications And Assets Delivered