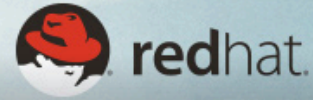


RED HAT + ENOVANCE = OPENSTACK SERVICES

Red Hat to acquire eNovance.



Road to \$95m Acquisition Runs through Silicon Valley for Paris-Based eNovance

The Challenge

eNovance, a leading provider of open source cloud computing services, helps service providers and large-scale private enterprises build and deploy cloud infrastructures quickly and cost effectively. They were a top 10 contributor to the upstream OpenStack project, and the only European Gold Member company of the OpenStack Foundation but had little-to-no brand recognition in the United States. Speakeasy worked to raise visibility in the U.S. and establish eNovance as a thought leader and tech leader in highly technical the OpenStack community, putting them on the right road to a highly profitable exit.

The Solution

Speakeasy developed a strategy that connected eNovance with the OpenStack community through relentless media and analyst relations outreach as well as

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stakeholder engagement at key partner events and industry summits. Speakeasy grew the company's brand value by securing media coverage in 30+ different trade outlets including *Wired*, *eWeek*, *Gigaom*, *TechTarget*, *Cloud Computing Journal*, *ITworld*, *ZDNet*, and *InformationWeek* as well as analyst coverage with *IDC Research* and *451 Research* to differentiate their unique approach to OpenStack and build momentum for potential buyers.

Speakeasy leveraged industry summits and worked on profile building for key executives to increase the valuation of the company at key events like the Atlanta OpenStack Summit and Red Hat's 2014 Partner Summit that helped heighten eNovance's reputation and demonstrate executive thought leadership in front of key stakeholders.

The two pronged strategy of leveraging events and news to showcase eNovance as a global leader in the U.S. played a key role in differentiating the company from other OpenStack players already enjoying success in Silicon Valley.

The Result

These efforts supported tremendous growth in the company's value, which ultimately led to Red Hat's successful \$95 million acquisition of the company. This successful acquisition aims to expand Red Hat's open-source software capabilities in OpenStack technology. The acquisition received positive coverage in 100+ top tier media outlets from *The Wall Street Journal* to leading trade outlets like *Computerworld*.



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