

Elevating the Supermicro Brand and CEO Profile in the U.S., EU and APAC

A World-class PR Program on a Shoestring Budget



The Assignment

- Supermicro wanted to pivot from a product-only communications program to a more holistic, thought-leadership campaign focused on raising the profile of both the company and its CEO following several quarters of significant growth.
 - ▶ Supermicro also wanted to keep in place the robust product-PR program we had built for them and were unwilling to apportion more budget.



TECH

Tech stocks got whacked in 2022 — but one server maker soared almost 90%, beating all its peers



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KEY POINTS

- Supermicro shares have gained 89% this year, outperforming companies worth at least \$1 billion.
- Tech stocks broadly have had a brutal year, with the Nasdaq year since 2008.
- Supermicro “is actually just simply mirroring the EPS increase two years,” said Nehal Chokshi, an analyst at Northland Capital.

In this article

SMCI +2.22 (+2.38%)

It’s been a [brutal year](#) for tech stocks. The since 2008 and is poised to underperform year. Among mega-cap tech stocks, [Amazon](#) lost at least half their value.

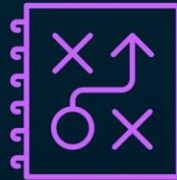


Charles Liang, CEO, Super Micro

Source: Supermicro

Investors looking for some sign of optimism can turn to a 29-year-old server maker located in the heart of Silicon Valley. Shares of [Super Micro Computer](#)  have soared 89% in 2022, topping all other U.S. tech companies valued at \$1 billion or more. Supermicro has a market cap of \$4.4 billion, up from \$2.4 billion at the start of the year.

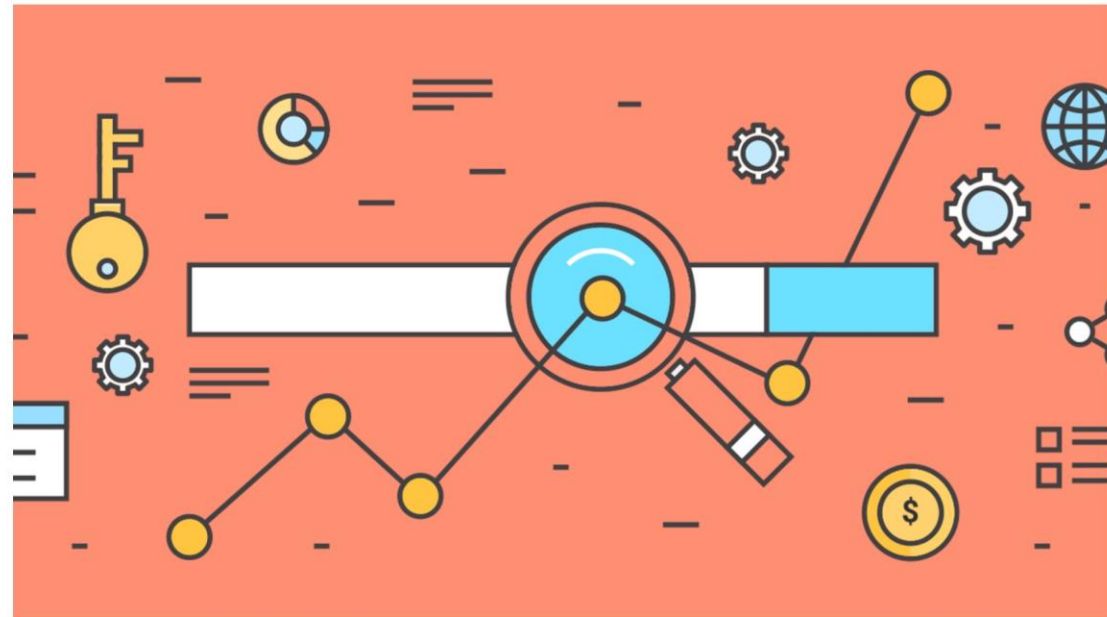
Leveraging Global Resources and Expertise to Elevate and Execute Flawlessly





Let's Talk Strategy

- Making Supermicro stand out against brands like Dell, Lenovo, and Hewlett-Packard Enterprise meant that we would never win on pure numbers — we had to get creative.
 - ▶ Emphasis on quality over quantity of stories
- Drilling down another layer, we researched how the media covered Supermicro and its top competitors using the following keywords:
 - ▶ Server
 - ▶ Data center
 - ▶ AI
 - ▶ Machine learning
 - ▶ Partner
 - ▶ 5G
 - ▶ Solutions
 - ▶ Energy (savings)





Keyword Findings

- Both HP and Dell, like many large corporations, had fallen into the “hog-the-stage” trap.
 - ▶ All “me, me, me” with little discussion of their partnerships and customers



- Supermicro has strong relationships with NVIDIA, Intel and AMD that we could take advantage of.
 - ▶ By “sharing” the stage with these partners — we could create a halo effect to lift the Supermicro public profile and brand.
- We needed to focus on producing stories that would prompt a senior IT professional to forward to colleagues and procurement with a note along the lines “We should check out Supermicro.”



Three-pronged Approach

WE FOCUSED OUR EFFORTS ON THREE CENTRAL CAMPAIGNS ACROSS ALL MARKETS

▶ **Product Innovation & Partnerships**

- Relate announcements back to specific business challenges and highlight the amazing relationships the company has with NVIDIA, Intel, and AMD

▶ **Bylines & Earned Content**

- Elaborate on how Supermicro was staying ahead of industry trends and contributing to new developments in AI, 5G, and more

▶ **CEO Interviews & Features**

- Provide executive viewpoints on various industry and application challenges, while also promoting unique local angles for each market



Elevating Supermicro's Announcements

GOING BACK TO THE FUNDAMENTALS

- We knew that driving coverage for every major product announcement was going to be dependent on up-leveling the content and message and engaging proper media best practices:
 - ▶ Reaching out to the press under embargo
 - ▶ Providing high-quality images
 - ▶ Additional commentary on customer needs and market demand
- Thanks to these efforts, the team was able to drive dozens of articles globally for each product press release from Supermicro.

Elevating Supermicro's Announcements



AN EXAMPLE OF SUCCESS

- Supermicro's announcement for a new line of single-socket servers in September 2021.
 - ▶ Simple update for a lower-end system typically used as entry-level for SMBs.
- We focused on how recent tech advancements allowed these more basic systems to serve the needs of even major enterprises.
- This narrative was picked up by major IT publications for over **60 media placements worldwide.**

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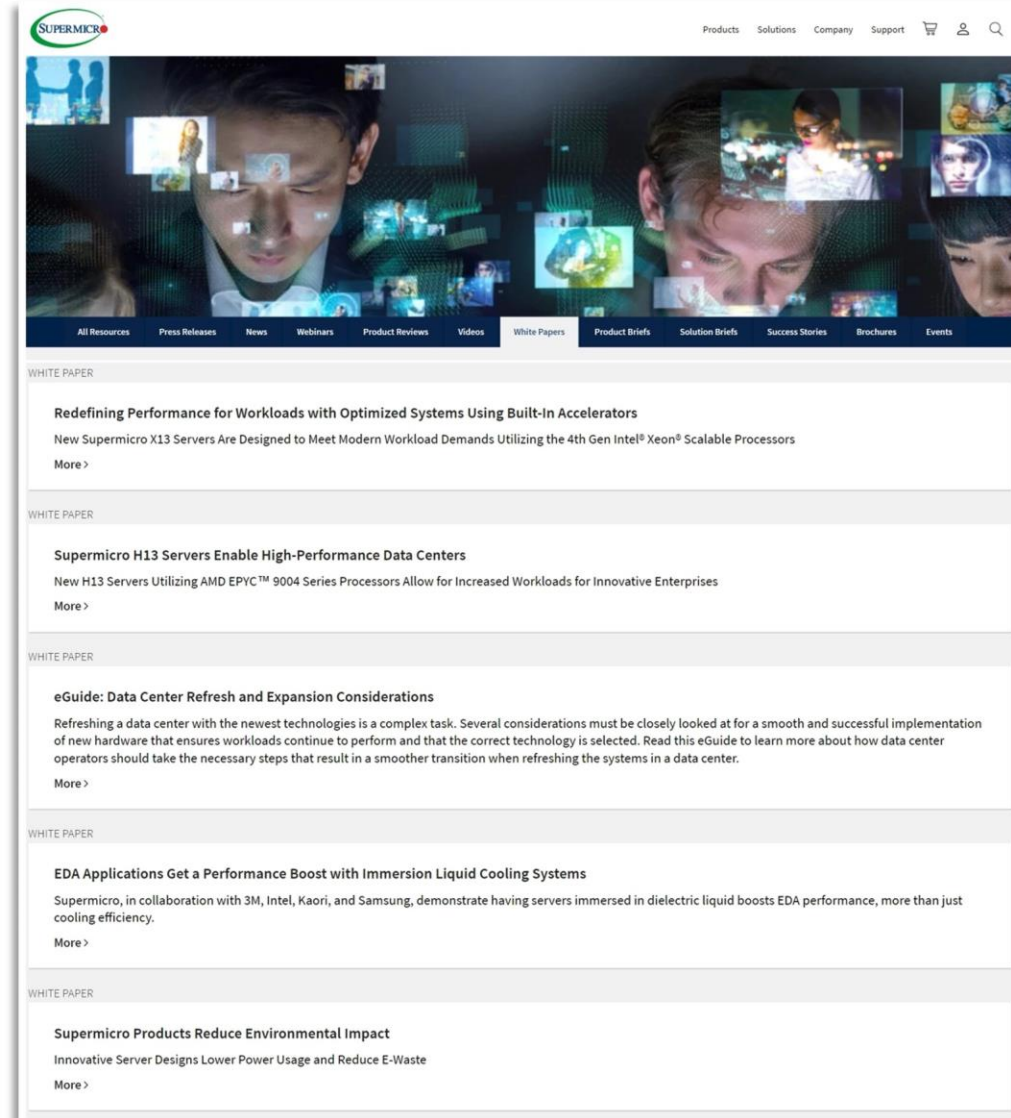
NETWORKWORLD

Thought Leadership Done Right — Creating a Content Engine Around the World



Bylines and Content

- On the thought-leadership content initiative, the team similarly had stellar success.
- Close collaboration with SMEs at Supermicro led to high-quality content that could be extensively re-purposed worldwide.
- Globally, the team managed to turn eight original pieces of content into **40 byline placements** worldwide.
 - ▶ Rewriting and repackaging, localization and translation, as well as updating with 3rd party stats and findings



Bylines and Content



- A two-part series on liquid cooling published in the U.S. was rewritten for placement in Data Centre Magazine (EU), TechVisor (EU), Manage IT (EU), EEPW (APAC), Digital Times (APAC), EEFocus (APAC) and Elecfans (APAC).

VAR insights

Home POS & Payment Processing Managed Services BDR Networking Security Cloud ISV | Software

Guest Column | November 15, 2021

Liquid Cooling Is Coming Sooner Than You Think

By Michael McNerney, Supermicro

With the advancements in computer technology, we are seeing some of the most powerful computers in history – but they are also the hottest. With the latest generation of CPUs from Intel and AMD, we've seen immense improvements in processing performance – but this also has meant increased power draw and heat generated. As CPUs and GPUs are improving in performance, traditional cooling approaches struggling to keep up with the heat produced by newer chips. In part one of this article series, we will explore the various factors driving liquid cooling.

As some industry leaders have noted, this performance comes at a cost. The most recent CPUs have lower power efficiency. The most recent GPUs, while the latest GPUs are drawing almost twice as much power as previous generations, today's servers can easily require over 2000 Watts. And memory are also factored in, the power draw is a cooling problem for most data centers. Ambient temperatures are fast they can dissipate heat. And this isn't a problem for fans.

As explained by the Uptime Institute, "heat gain is the difference between the server intake and server exhaust. If the server systems struggle to keep up with the volume of heat being generated, the heat is returned to the inlet system, leading to gradual increases in temperatures of 80 degrees C (176 degrees F) for server electronics.

Since future generations of CPUs and GPUs are being developed, manufacturers are exploring new technologies, but the current applications from failing. Alternative cooling systems are in high demand to effectively keep up with the heat produced by these new CPUs and GPUs.

VAR insights

Home POS & Payment Processing Managed Services BDR Networking Security Cloud ISV | Software

Guest Column | December 6, 2021

The Wonderful World Of Liquid Cooling

By Michael McNerney, Supermicro

In the last article, we discussed the rise in liquid cooling and why it is so important to today's data centers. This piece will focus on the details about each type of liquid cooling, the benefits and drawbacks of each, and provide some initial guidance as to which option could suit an enterprises' needs.

There are three main options for implementing liquid cooling technology: direct-to-chip, immersion, and rear door heat exchangers. Similar to the very choice between air and liquid cooling for a data center we discussed in part one– each specific deployment and equipment has different needs that may be better suited to a certain liquid cooling approach.

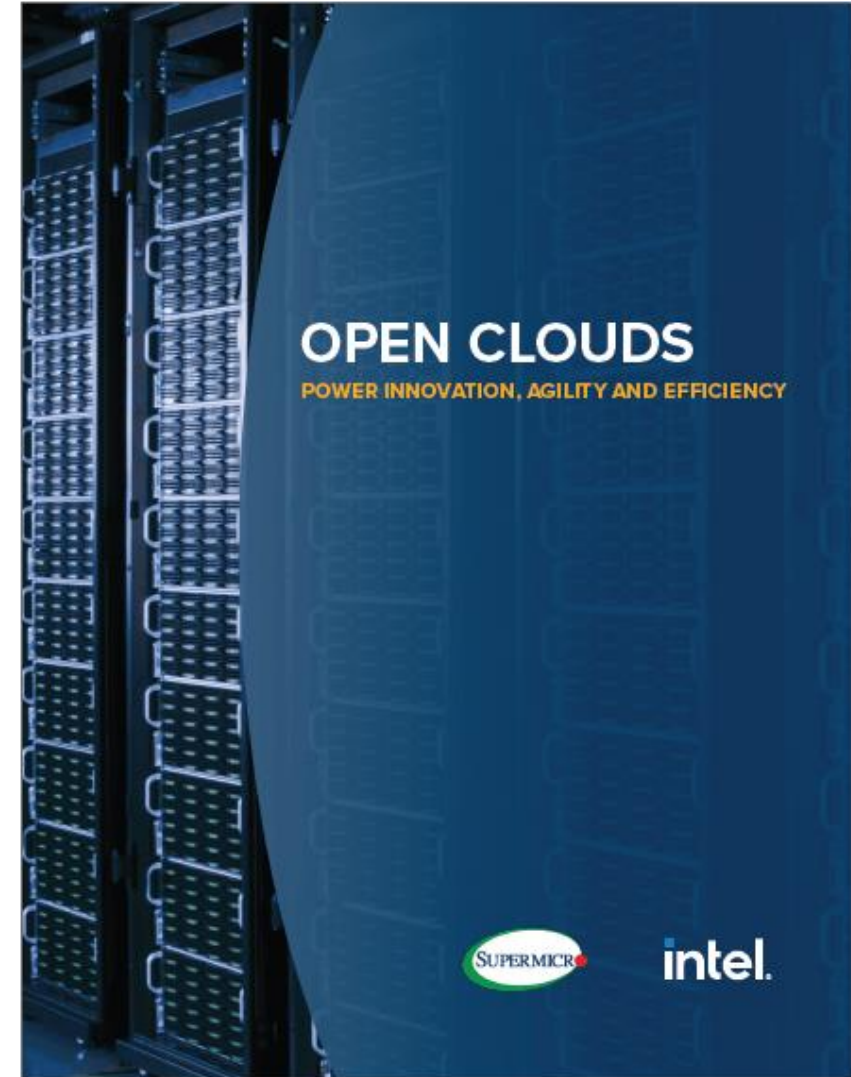
Direct-To-Chip Cooling

The first is to utilize direct-to-chip (D2C) cooling technology. This is the liquid cooling approach most are familiar with – as it is what has been adopted by the PC enthusiast community. A D2C cooling setup allows for cold liquid to flow over the heat-generating electronics so that the liquid can absorb the heat away from the chips themselves. The warm liquid is then pumped into a cooling system, using airflow and fan cooling to bring the warmed liquid back down to a designated cool temperature. This cooled liquid then continues to flow back toward the hot electronics to continue this cooling cycle.

Bylines and Content



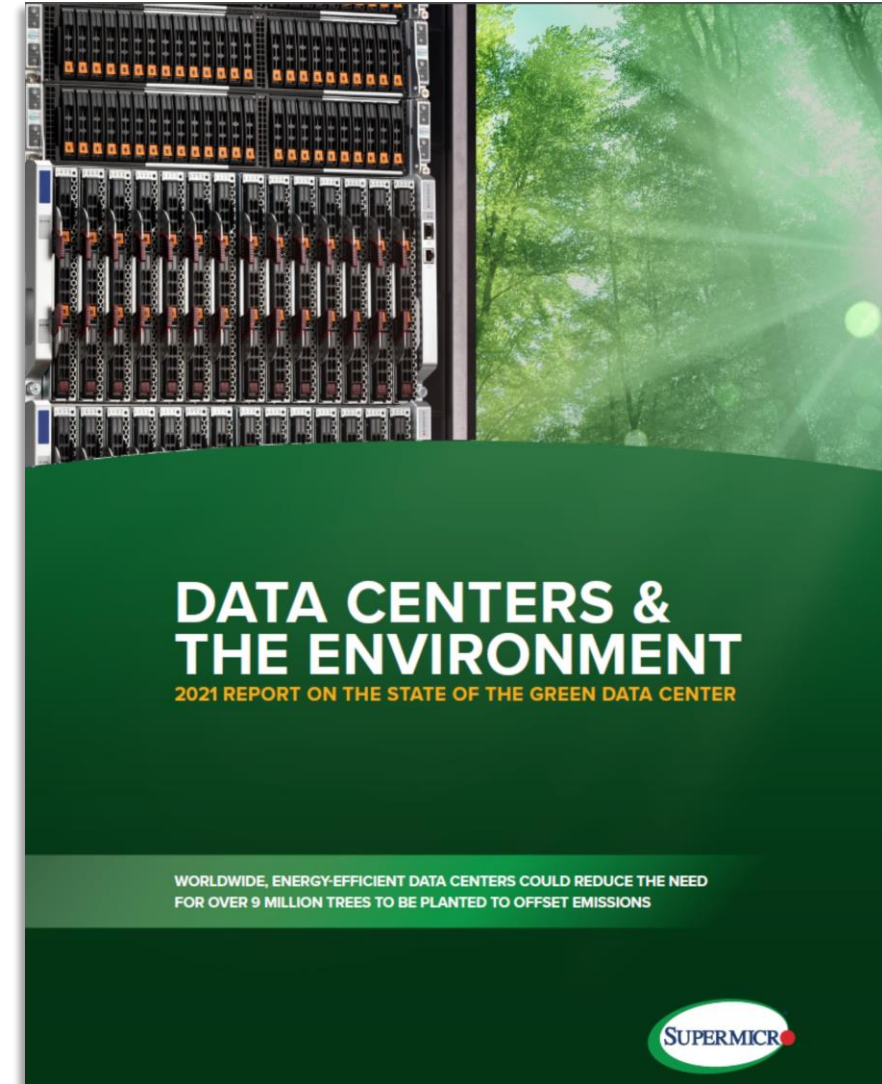
- An open clouds whitepaper was re-packaged for contributed opportunities in [Channelweb](#) (EU), CloudComputing-Insider (EU, print), Digitalisation World (EU, print), [EEFocus](#) (APAC), and [EDN Taiwan](#) (APAC).



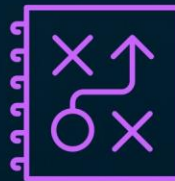
Bylines and Content



- Supermicro's Green Data Center survey was utilized globally for articles in [EnterpriseAI](#) (U.S.), [Computable](#) (EU), [Data Centre Review](#) (EU), [IT-Director](#) (EU), [CIO Korea](#) (APAC), and [Commercial Times](#) (APAC).

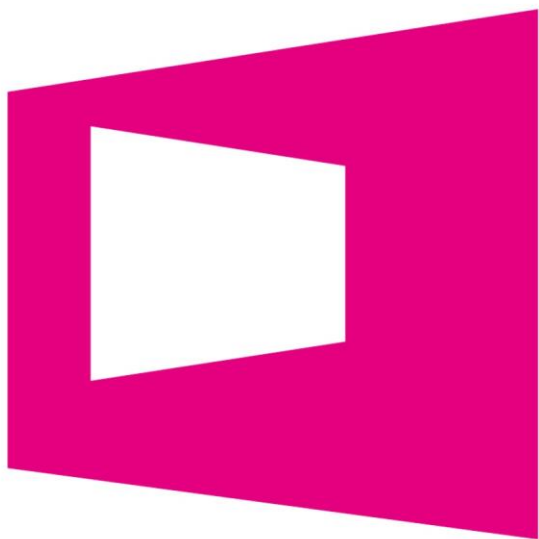


Kicking off a CEO Platform with a Press Conference





The COMPUTEX of It All



COMPUTEX
TAIPEI

GOING BIGGER THAN JUST TRADITIONAL EXECUTIVE FEATURES AND INTERVIEWS

- Organized a virtual press conference for CEO Charles Liang to coincide with COMPUTEX in Taiwan
 - ▶ Supermicro's most important global industry conference for their sales and marketing
- Rare opportunity to put Charles in front of international media, and redefine Supermicro as a thought leader
 - ▶ Establish Supermicro as an innovative hardware company pushing the cutting edge of "Green Computing" — and one aiming for \$10 billion in revenue by 2030



The COMPUTEX of It All

REPLACING THE TRADITIONAL WITH THE VITRUAL

- Hoffman designed the entire digital press conference for Supermicro, from logistics to messaging
 - ▶ Organized the online platform
 - ▶ Helped review Charles' speech and presentation
 - ▶ Sprinkled in key company updates, local expansions, Charles' larger vision for the company and strategies for growth in 2022
 - ▶ Developed Q&A based on media inquiries (prepared beforehand)
- Through intense collaboration and preparation between the U.S., EU and APAC offices, the team was able to execute the event in less than a month.

The COMPUTEX of It All



Key Results

40+
Participating
Journalists

65% being Tier 1
media in the region

80+
Media
Coverage

100% are neutral
to positive.
95% picked up the
Green Computing
message.

4
Markets

Japan, Korea,
China, Taiwan

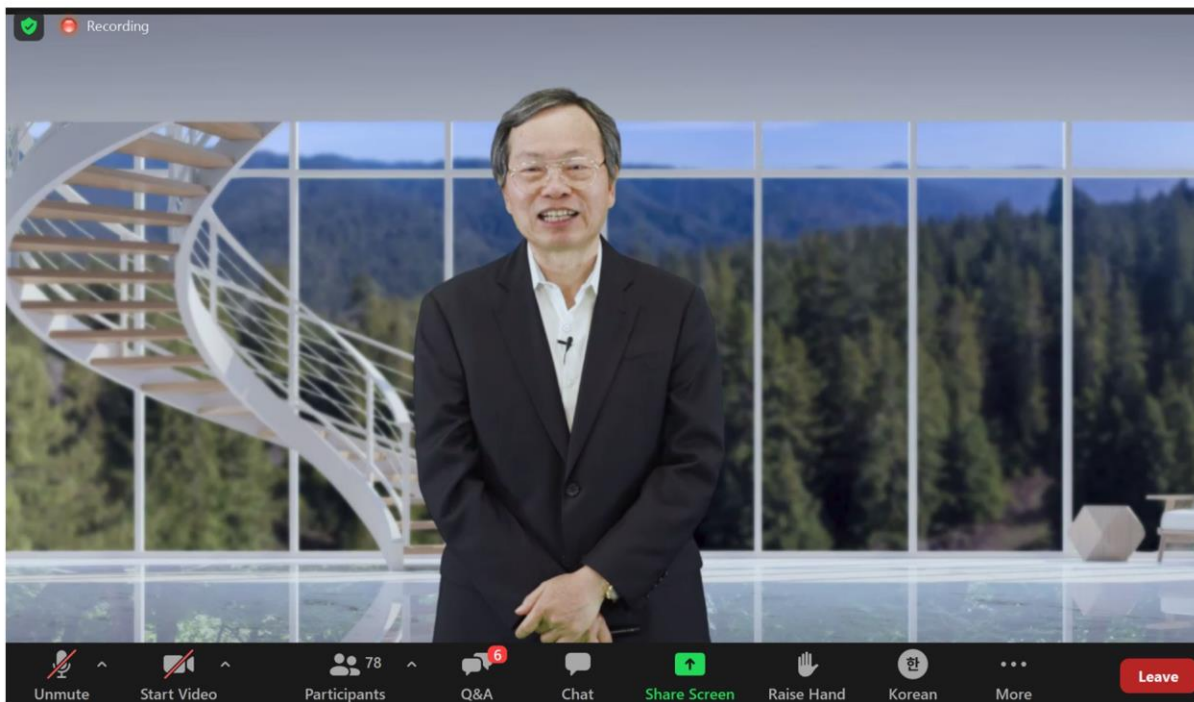
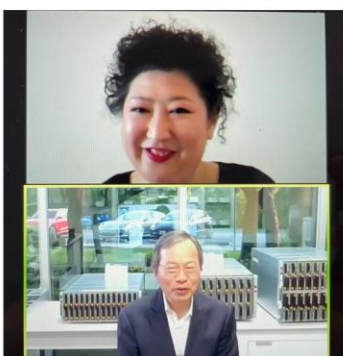
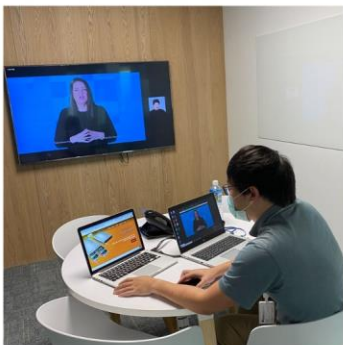
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Languages

English Presentations
& Simultaneous
interpretation in
Japanese, Korean,
Simplified Chinese and
Traditional Chinese



The COMPUTEX of It All

- **40+ media** across 4 markets joined the event through the Zoom platform.
- Keynote speech in English and 4 languages of simultaneous interpretation arranged.
- **20-min CEO keynote speech** on Green Computing followed by 30-min live media Q&A session with Supermicro CEO Charles Liang



After the Show



THE TEAM DIDN'T STOP WHEN THE CURTAIN CAME DOWN

- Global teams continued momentum by securing additional interviews for Charles.
 - ▶ Briefings secured with business publications, such as Reuters (U.S.), CNBC (U.S.), MarketWatch (U.S.), The Information (U.S.), Forbes (U.S.), The Nikkei (APAC), Global Views (APAC) and Business Today (APAC)
 - ▶ Additional engagements with key trade outlets including Centre Dynamics (EU), DataCenterInsider (EU), Computable (EU), Datacentre (EU), Intelligent Data Centres (EU), Data Center Knowledge (U.S.) and ZDNet (U.S.) and the ChannelPro Network (U.S.)



Taking a Tally of the Results





Digging into the Numbers

- Despite a 50% drop in product announcements and a flat budget, the program in 2021 saw no dip in overall global coverage.
 - ▶ Announcement engagement and coverage jumped from 28 to almost 40 articles on average.
 - ▶ Regional content engine drove nearly five contributed articles from every original piece of content.
- But, for a company that hadn't spoken to any business-focused journalists since 2018's unfortunate Bloomberg story, the real difference was made in breaking through with the global business media.
 - ▶ Supermicro was overwhelmed by the CEO interview requests coming from Hoffman's efforts. These media were eager to speak to Charles and learn how he'd been able to lead Supermicro to rapid growth during the pandemic.
- Finally, Supermicro's FY 2022 revenue came in at \$5.2B (+ 46% YoY).
 - ▶ Of course, many factors — not the least being great products and technology — led to this growth. Still, PR made a contribution.

Let's connect

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