

# Navigating the Storage Waters



Whether you're looking for a storage technology discussion or just a good old-fashioned fish story, Daymark Solutions Inc. is ready to talk.

Nautical themes, including bona fide fish stories, are a big part of the lexicon at Daymark. It started with the company's name. A daymark is a navigational signal that marks the entrance to a channel or harbor a critical component that helps sailors reach a destination and avoid unseen dangers. The apt metaphor becomes very clear to Daymark's clients, as the reseller helps them navigate the storage technology waters and steer safely to their destination.

Daymark was founded in North Billerica, Massachusetts in 2000, not the most opportune time to launch a technology solutions company. However, Daymark is comprised of experienced consultants, sales engineers and technology experts who knew how to buck the economic tides. Though corporate technology budgets were shrinking, Daymark managed to land business and nurture successful relationships with blue-chip New England clients through high-value storage solutions from companies such as StorageTek.

Brian Casey, general manager of Daymark, believes the strength of the Daymark team was the differentiating factor for clients choosing the company in these four growth years. Every member

---

*"These are campaigns that Avnet Partner Solutions proactively brought to us. It's that kind of support we embrace."*

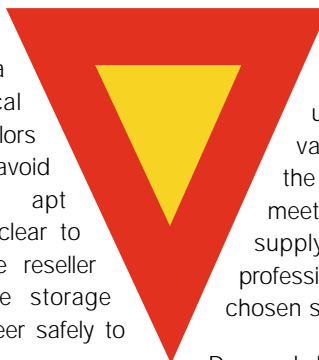
*- Brian Casey, Daymark Solutions*

---

of this team has a minimum of 15 years of technology experience, as a consultant, an end user or a sales professional. That hands-on experience can't be gained through training or acquired by hiring a slew of recent IT graduates. It clearly made the difference, he said.

## Charting a Course

Whether Daymark's clients are looking for a storage solution, a backup/recovery system or data management architecture, they come to the deep bench of professionals at Daymark to help make the right choices. We help them chart a course through the various product options and methodologies available. Our involvement includes providing an unbiased assessment of various products, developing the appropriate architecture to meet business requirements and supplying the right level of professional services to implement the chosen solution.



Daymark has a great client base and is considered the go-to partner by several of its partners, including StorageTek, said Jeff Reale, Avnet Partner Solutions account development manager. Its strength is in its people and their high level of technical skills.

Another key component of Daymark's value proposition is a 3,000-square-foot integration center within its headquarters. Daymark-sourced client solutions are often shipped to Daymark before they reach the client's data center. Here they are unpacked, assembled, integrated and tested before delivery to the customer site. Our clients understand the value we deliver and rely heavily on our experience and attention to detail. Unfortunately, 'Murphy' always somehow shows up, whether it's a too-short cable, incorrect model adapter or down-revision microcode. So when things do go wrong, our customers know we have the equipment and resources available to deal with the challenge.

## Sail with the Best

From the first day, Daymark knew success would be decided in part by the quality of its partners. StorageTek is one of those first-class partners, and Casey said the company has built a strategic relationship with them, interacting on many levels.



*Tim Donovan, director of partner development; Rich McGhee, sales manager, Daymark Solutions; Jeff Reale, account development manager, Avnet Partner Solutions; Brian Casey, general manager and CEO, Daymark Solutions.*

Another beneficial partner has been Avnet Partner Solutions.

Daymark credits Avnet Partner Solutions support for the growth of its business and relies on its technical, training and marketing expertise. Casey said Avnet Partner Solutions plays several key roles in the company's business development.

Avnet Partner Solutions has some very strong marketing programs, Casey said. They're intelligently crafted and very efficiently run. We have done several with the company, with great response. In one particular campaign, we gained 110 leads from a program that went to 1,800 contacts. That is way above the norm.

These are campaigns that Avnet Partner Solutions proactively brought to us, Casey observed. It's that kind of support we embrace. The company brings us the opportunity, clearly delineates what our time and financial commitments will be, and then follows through with the implementation of the program. Milestones. Support. Follow-up. Avnet Partner Solutions campaigns offer real value for us.

## What about those fish stories?

The company puts its fun where its name is. Daymark sponsors an annual fishing tournament, where employees are divided into teams and head out into the Atlantic. Prizes are awarded for first fish, largest fish, and the biggest fish story. Last year someone caught a four-foot Atlantic Ray, which can pack an electrical charge of 220 volts. It was cut loose before anyone touched it, thankfully; its size is likely to increase through the years the more the story is told. In keeping with our nautical theme, we keep a boat horn in the office, Casey chuckled as he told the story. It's as loud as the horn on the boat that goes from Boston harbor over to Logan airport. When we secure a piece of business, we sound the horn. It can interrupt a conversation or stop a meeting cold, it's SO loud, but hey, it's good news and it keeps things jumping around here! 📞

*To learn more about Daymark Solutions, please visit [www.daymarksolutions.com](http://www.daymarksolutions.com) or call (978) 528-6130.*

## Daymark at a Glance

Daymark Solutions, Inc is a privately held Massachusetts-based solutions provider. Founded in 2000, Daymark architects, sells and implements data storage, backup/recovery, server hardware, software and professional services.

Daymark maintains technical certifications and partnerships with a variety of best-of-breed hardware, software and service providers.

Clients of Daymark include major financial institutions, biotechnology firms, service organizations, healthcare organizations and providers, hospitals, manufacturers and defense contractors.

Daymark's Corporate Headquarters and Integration Center are located in North Billerica, Massachusetts.