From Hollywood to HPC

Organization: Silicon Graphics, SGI

Project duration: 12 months

Summary of skills used: B2B, brand management, business development, collaboration, content development, content management, coordinating cross-functional teams, digital collaboration, digital marketing, document development, Email/Digital campaigns, event support, lead generation, multimedia marketing, multimedia content production, outreach, product marketing, research, sales support, website development

Project background: SGI was trying to establish itself as a leader in high performance computing (HPC) solutions, but first, it had to evolve from its initial founding as a graphics card company that was key in the creation of Disney's animated "Beauty and the Beast" and special effects in "Terminator 2".

Challenges:

- Public perception:
    - Many were surprised to hear the company was still around.
    - Others were confused by the name, Silicon Graphics.

Approach:

Assess the Landscape

Now responsible for the creative director's content creation and branding responsibilities, I needed to assess the extent of the rebranding left to do externally. I also had to determine how far along we were internally so we could all get aligned.

Consistent Communication

In order for SGI to be known for its HPC solutions, that's what the company, and all of its externally-facing content had to lead with. The company's messaging and how it presented itself, its online and hard copy identity, had to be consistent.

Results:

We increased brand awareness by updating the company's website to create a cohesive identity.

Business development activities increased such as attending industry events and supporting local community programs.

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Field marketing oversaw content creation for all offices in North America, South America, APAC and Europe to maintain brand consistency.

Home Page Before
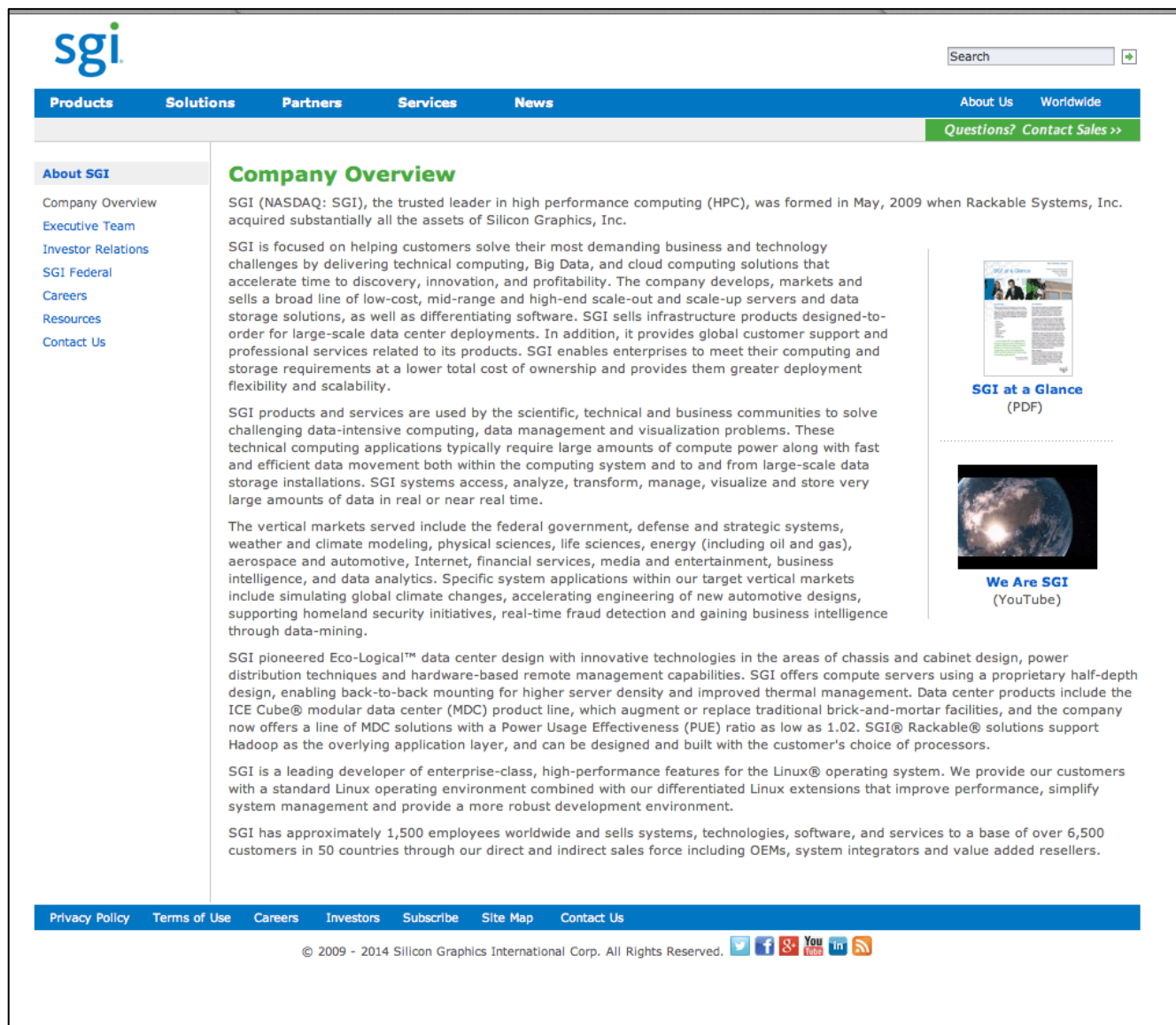
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Home Page Rebranded

sgi

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About SGI

Company Overview
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Company Overview

SGI, Silicon Graphics International Corp., was originally founded as Silicon Graphics Inc. in 1982 by Jim Clark, a former Stanford University Professor. Clark was initially focused on developing a powerful semiconductor chip (called the Geometry Engine) that would allow small computers to produce sophisticated three-dimensional graphics. The idea was revolutionary because before this, graphics simulations were often (if not only) done on large mainframe computers.

Hollywood entertainment companies like Lucasfilm and Dreamworks SKG, music video producers and even Disney used SGI products to bring their artistic visions to life. Because of SGI's innovation it was possible to create the T-1000 villain in Terminator 2, the morphing towards the end of Michael Jackson's "Black or White" video, the dinosaurs in Jurassic Park, and even animate Disney's "Beauty and the Beast."

The 90s weren't just a time of creating quality entertainment for all ages. It was also a time of change within the company and developing new insights. Graphics and simulation software weren't the only products the company produced. In the late 90s, SGI's Chief Scientist at the time, John R. Mashey, coined the term "Big Data." As a result of this new phenomenon, SGI already had a head start in further developing its workstations, supercomputers and solutions to meet today's extreme data growth.

SGI's specialty of developing high performance computers only increased in 2009 when another change occurred. Rackable Systems purchased Silicon Graphics Inc.'s assets and decided to rename the surviving company, Silicon Graphics International Corp. While we may legally be a completely different company, we have a legacy of over 30 years of experience innovating and developing relevant solutions for our customers.

We've come a long way from only focusing on graphics in the entertainment industry. Now, we are a global leader in high performance solutions for compute, data analytics and data management. Our solutions enable all of our customers (financial institutions, governments, manufacturers, the healthcare industry, retail, universities, automakers, research facilities, even those in the entertainment industry) to accelerate time to discovery, innovation and profitability.

Our ICE™ X and UV™ systems are some of the fastest commercial supercomputers in the world. As an added bonus, they are also at the top of the list in terms of energy efficiency. If you've got Big Data challenges, we've got solutions (after all, we *did* foresee this unique development in the late 90s). When it comes to your storage needs, we offer Intelligent Data Management, Scalable Lustre® Suite Solutions and the InfiniteStorage™ platforms. Our open-systems-based storage solutions leverage an intelligent combination of leading storage technologies to produce tailored systems that meet both performance and budget objectives.

We are the trusted leader in high performance computing. We are SGI.
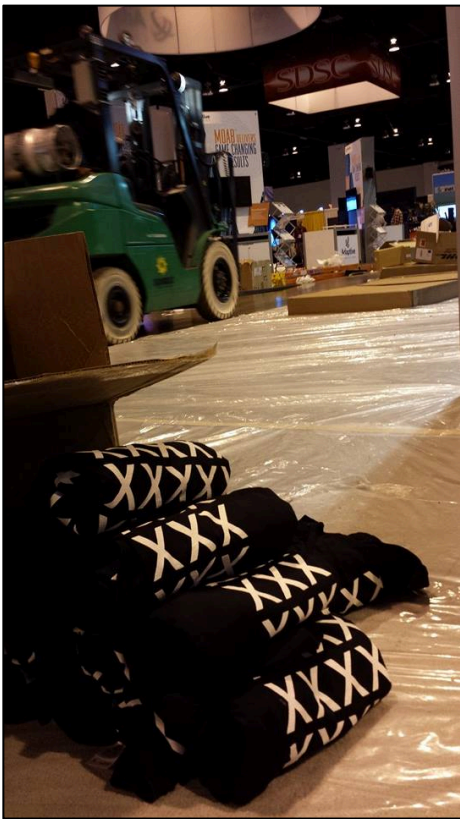
Brochure

SGI at a Glance
(PDF)

Video

We Are SGI
(YouTube)

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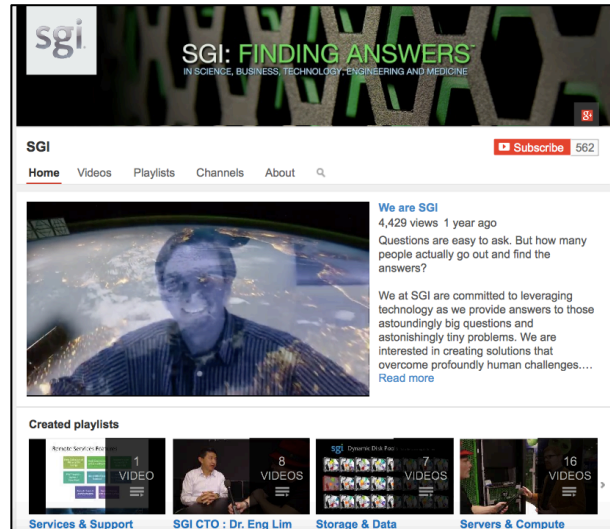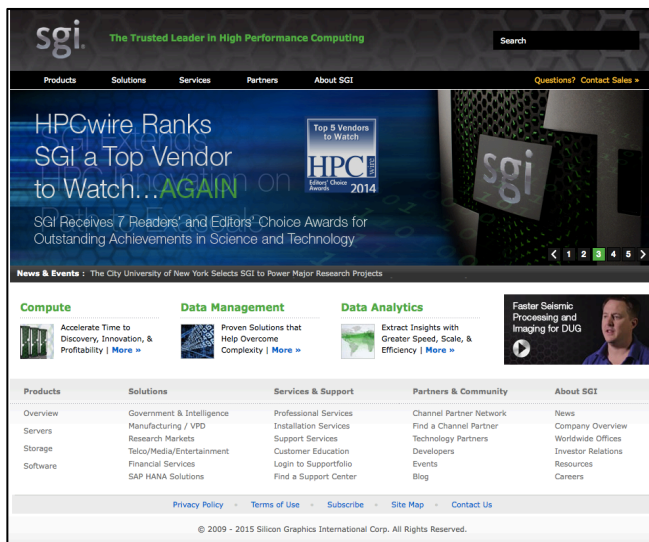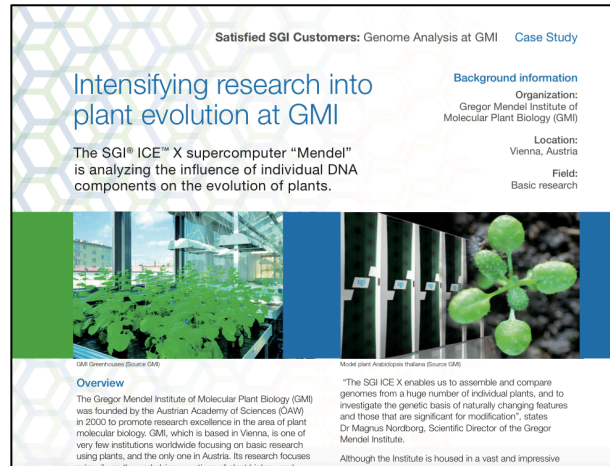
Events

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Consistently Branded Product Content

Content created includes; case studies, co-branded partner materials, data sheets, email campaigns, event booths, social media, technical briefs, T-shirts, videos, web banners, and white papers.

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