



Data at the Center of Commvault's Strategy as it Wins Return on Integration (ROI) Award and Keynotes the SiriusDecisions 2016 Summit

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Award Indicative of Commvault's Data Driven Approach to Digital Content Marketing

TINTON FALLS, N.J. and NASHVILLE, Tenn., May 26, 2016 /PRNewswire/ -- [Commvault](#) (NASDAQ: CVLT), a global leader in enterprise data protection and information management, today announced that its Senior Director of Worldwide Digital Marketing, Dawn Colossi, will keynote at the [SiriusDecisions 2016 Summit](#) on May 27 and that Commvault had been awarded a SiriusDecisions Return on Integration (ROI) Award for its data-driven approach to its digital content marketing strategy. The recognition from SiriusDecisions acknowledges a best-practices approach to leveraging data for improved business insight and decision making which is at the center of the company's recent 'smarter marketing' initiative and, interestingly, at the core of Commvault's value proposition for customers.



Commvault was named a recipient of the SiriusDecisions ROI award for demonstrating improved company performance by leveraging the power of data to deliver valuable and relevant content to Commvault's audiences. The [SiriusDecisions ROI award](#) recognizes companies for their outstanding achievements in sales, marketing and/or product alignment, and as a result, have improved company performance.

"When we looked at our marketing data, and specifically what our audiences were consuming, we could see that they were searching for content that would help them solve their specific business problems," said Colossi. "Therefore, we decided to adjust our strategy and focus more on developing and delivering content that help our audiences solve these problems, and not simply sell them solutions. Commvault is a data-driven company, and our content marketing strategy reflects that. We're using the insights we gain from our marketing data to focus our content to the reader's specific pain point ensuring we're relevant, and helpful, to that reader."

In her keynote at the SiriusDecisions 2016 Summit, Colossi will describe Commvault's data-driven approach to content marketing in the B2B buying and selling processes, building on the Summit's theme of "The Art and Science of Intelligent Growth." By sharing details on Commvault's content marketing success, the audience will better understand how to develop and implement a successful data-driven digital engagement model.

"Data is at the center of our smarter marketing strategy and is the key ingredient to understanding the needs of our audiences across all stages of the buyers' journey," said Chris Powell, Chief Marketing Officer, Commvault. "Our recent ROI award and keynote at the SiriusDecisions Summit is a testament to our commitment to leveraging the power of data to have meaningful conversations with potential customers that help them solve business challenges with content that is interesting, timely and relevant. We are proud of the great strides our digital team has made and look forward to their continued success."

About Commvault

Commvault is a leading provider of data protection and information management solutions, helping companies worldwide activate their data to drive more value and business insight and to transform modern data environments. With solutions and services delivered directly and through a worldwide network of partners and service providers, Commvault solutions comprise one of the industry's leading portfolios in data protection and recovery, cloud, virtualization, archive, file sync and share. Commvault has earned accolades from customers and third party influencers for its technology vision, innovation, and execution as an independent and trusted expert. Without the distraction of a hardware business or other business agenda, Commvault's sole focus on data management has led to adoption by companies of all sizes, in all industries, and for solutions deployed on premise, across mobile platforms, to and from the cloud, and provided as-a-service. Commvault employs more than 2,300 highly skilled individuals across markets worldwide, is publicly traded on NASDAQ (CVLT), and is headquartered in Tinton Falls, New Jersey in the United States. To learn more about Commvault — and how it can help make your data work for you — visit [commvault.com](#).

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