

dimension
data 

accelerate
your
ambition

2016 IT trends

digital infrastructure

Build infrastructures
to **support the new**
model of the
enterprise

Client:



dimension
data

DIMENSION DATA

PR Retainer Service



Photo: Dimension Data in a signing ceremony with Poonsub Can, NTT Data, and Netizen

Background

Dimension Data is a USD 8 Billion global systems integrator and managed services provider that designs, manages, and optimizes today's evolving technology environments to enable its clients to leverage data in a digital age.

Founded in 1983, and headquartered in Johannesburg, Dimension Data is a member of the NTT Group, one of the world's leading information communication technology (ICT) companies, comprising a group of global technology companies.

Approach

Midas PR has been working with Dimension Data since March 2018 and have assisted their in-house team to create more awareness and coverage for the company.

We did so with regular personable and people centric coverage including CSR activities, Tour de France participation, interviews with the CEO in parallel to industry related news like collaborations with Cisco & Agoda, Digital Innovation and others.



Photo: Dimension Data in Tour De France.

Results

161

Total clippings

87 M

Total reach

20 M

Total PR Value in THB

Screenshot of TechTalk Thai website. The main article is titled "เชื่อมต่อกับอนาคตด้วยระบบ ERP ของ IFS APPLICATIONS" with a sub-headline "Secure Your Multi-Cloud". Below it is a press release titled "[PR] โดเมนชั้น ดาต้า ควาร์รางวัล 2018 THAILAND ENTERPRISE SYSTEM INTEGRATOR OF THE YEAR" dated April 11, 2018.

Screenshot of Krungthep Times article titled "โครงการ Heads, Hearts and Hands มอบน้ำใจสู่พื้นที่ห่างไกล". The article mentions a CSR activity where Dimension Data donated supplies to a school in a remote area.

Screenshot of Krungthep Times article titled "NTT Group ก้าวสู่ความสำเร็จเป็นผู้ให้บริการด้านความปลอดภัย". It features an IDC MarketScope: Asia/Pacific Managed Security Services 2018 Vendor Assessment chart showing NTT's position in the market.

Advertisement for Prachabhat featuring a man in a suit. The headline reads "คิดแบบ 'โดเมนชั้น ดาต้า' บริหาร 'คน' ในส่วนพสมที่ลงตัว". The text below discusses the company's focus on human resources and its role as a system integrator.