STORM Insights offers content creation services to help emerging technology vendors stand out in high growth markets. We develop compelling assets that showcase technologies, products, services, and thought-leadership.

**VIDEOS**

STORM helps clients tell their stories with topic-oriented and event-oriented videos.

- **Thought Leadership**: Create awareness with video assets that feature your executive, partner, or customer. STORM can provide the interviewer and help develop your message, or produce an asset with your executive as the interviewer, or produce a viewpoint video without an on-camera interviewer. Typical formats include:
  - **Voice of the Customer**: a ~2-5 minute video of your customer describing the technical or business justification for adopting your solution.
  - **Partner Voice**: a ~3-10 minute video with a partner to establish the business benefits of working together from the customer point of view.
  - **Eminence video**: a ~3-10 minute interview with your subject matter expert (SME) to establish/reinforce technical thought-leadership or provide a business-focused view of the benefits of your solution.

- **Demo Reel**: Demos feature your representative describing some aspect of their product or service, with static or video visual aides embedded (shown in the same frame as the narrator) or interspersed (cutaway between the narrator and the graphic or video).

- **Product Demonstration**: a 2-10 minute video of software or hardware in operation. For software, STORM can capture high quality images from most devices via HDMI.

**Video Projects Include:**

- Pre-production planning and content development calls,
- Recording (includes setup, excludes any T&E),
- Post-production services,
- Social media promotion,
- Royalty-free worldwide license for one year.
STORM Insights, Inc. is a market intelligence and influencer firm focused on the business impact of emerging technologies. Our Dataversity Smart Data webinar series established an audience in over 90 countries in 2016-2018, our LinkedIn group on AI includes many of the most experienced and influential people in this domain, and our video interviews on partner YouTube channels have earned over one million views.

STORM founder Adrian Bowles has worked at the intersection of advanced technology and business strategy as an academic, practitioner, consultant and industry analyst with executive positions at Ovum/Datamonitor, Giga Information Group/Forrester, New Science Associates, and Yourdon, Inc. Adrian also held academic appointments in computer science at Drexel University and SUNY-Binghamton and adjunct faculty positions in the business schools at NYU and Boston College. Adrian earned his BA in Psychology and MS in Computer Science from SUNY-Binghamton and his Ph.D. in Computer Science from Northwestern University.