

# Launching Cornelis Networks' CN5000 to Drive Market Leadership

How Voxus partnered with Cornelis to design and execute a highly orchestrated, six-month integrated launch campaign for the company's flagship product, CN5000



**Cornelis Networks** delivers high-performance, scale-out networking solutions that accelerate AI and HPC workloads. Built on the powerful Omni-Path architecture, Cornelis technology enables lossless, congestion-free networking that reduces training time, improves inference, and maximizes compute utilization. From foundation model training to complex climate modeling and real-time analytics, Cornelis' solutions power the most demanding workloads across commercial, academic, government and cloud environments. With a focus on performance, scalability, and efficiency, Cornelis helps organizations achieve faster insights and greater return on infrastructure investments.

## Relaunching a Flagship Product

Cornelis Networks' CN5000 Omni-Path high-performance interconnect for AI and HPC workloads was first announced in late 2023. But with more than a year and a half between announcement and delivery, the market had evolved, and attention had shifted. To ensure the launch would land with impact and reassert the product's importance, Cornelis needed to do more than just issue a press release. They needed to re-ignite interest, reaffirm relevance, and signal momentum.

Cornelis engaged Voxus PR to lead this effort. The challenge: elevate CN5000's relevance in the rapidly changing AI and HPC space, while also building broader brand visibility after an extended period of deliberately low external engagement.

Voxus partnered closely with Cornelis' executive and marketing teams to design and execute a highly orchestrated, six-month integrated launch campaign. Key components included:

- **Developing refreshed, audience-centric messaging** to clearly articulate CN5000's differentiated value and reframe its relevance in the context of current AI and HPC needs.
- **Building a deliberate, phased roadmap of media engagement**, beginning with foundational briefings at SC24 and culminating in a coordinated set of embargoed pre-briefings. This relationship-building strategy laid the groundwork for informed, high-impact coverage at launch.
- **Executing a proactive analyst relations program** to secure credible third-party validation and ensure Cornelis' voice was included in industry discussions around AI and HPC networking.
- **Elevating CEO Lisa Spelman** as a key voice through targeted thought leadership outreach to media and analysts.
- **Timing all launch activities to build momentum ahead of ISC 2025**, with media embargoes, analyst briefings, and coordinated news moments designed to peak interest before the show and amplify visibility during the event itself.
- **Layering in a strategic organic social push**, including high-performing executive and corporate posts, to reinforce messaging and increase engagement with key stakeholders across digital channels.

The results speak for themselves.

- Voxus secured 30+ original articles in tier one business and technical targets, including *Computerworld*, *CRN*, *Engineering.com*, *HPCwire*, *insideAI News*, *insideHPC*, *Networkworld*, *Reuters*, *Scientific Computing World*, and *The Register*.
  - The Reuters story alone drove more than 50 syndications across top-tier platforms like *Yahoo Finance*, *U.S. News & World Report*, and *MSN*, contributing to an estimated potential reach of more than 175 million readers globally.
- On LinkedIn:
  - CEO Lisa Spelman's first video post achieved a 15% engagement rate, with 226 reactions and 34 reposts.
  - The corporate launch announcement earned a 25% engagement rate.
- In total, Voxus coordinated 20+ strategic analyst and media briefings, creating a drumbeat of coverage that helped shape the CN5000 narrative well in advance of ISC 2025.
- A **fast-follow customer announcement** is already in the works, continuing the momentum.

The campaign successfully re-engaged the market, reinforced Cornelis Networks' leadership position in AI/HPC infrastructure, and laid the foundation for ongoing visibility, credibility, and growth.