

HPE Platinum Partner Accelerates Pipeline With PartnerDemand Services



CUSTOMER SUCCESS STORY

CHALLENGES

- Needed to extend marketing team
- Lack of access to the latest tools and technologies

SOLUTIONS

- Multi-tiered lead generation campaign
- HPE-trained content developers for quality and consistency

COMPONENTS

- Content creation
- Digital marketing



Hewlett Packard Enterprise Platinum Partner BlueAlly Technology Solutions, located in Tysons Corner, VA, is a prime source of IT services for customers both large and small. BlueAlly helps clients scale, optimize, and manage their IT resources to reach their business goals. With over 700 global engagements successfully delivered, BlueAlly provides its clients the best of both worlds: A company with superior strength in the delivery of Managed Staffing Services, and one with expertise over a range of Infrastructure Rationalization, Service Management, and Technology Strategy.

BlueAlly knew that they wanted to spread awareness about the benefits of the hyper converged solutions offered through their partnership with Hewlett Packard Enterprise, but they didn't have adequate marketing support nor the necessary tools and technologies to create compelling content and accompanying demand generation campaigns to generate leads.

Looking for guidance on next steps, Patty Apple, Vice President of Marketing for BlueAlly, spoke to her HPE Partner Marketing Manager Pendella Selvey. Apple told Selvey that she was looking for a marketing services agency that would help BlueAlly to accelerate pipeline with an unmatched level of customizable collateral to go to market.

"PartnerDemand provides us with the ability to take our story to market while increasing demand generation, with access to tools and resources that would not otherwise be available."

- Patty Apple
Vice President of Marketing
BlueAlly



During their conversation, The Channel Company's Marketing Services Agency, PartnerDemand Services, came up and Apple decided to work with the company for content creation and demand generation around hyperconvergence. This content was created for BlueAlly in the form of demand generation emails, a landing page, a solution brief, and a video.

The demand generation campaign has become an integral part of the BlueAlly Marketing Team. By working together with the PartnerDemand Services team, BlueAlly has received an exclusive marketing tool in this partnership to accelerate pipeline and take their story to market along with an unmatched level of customizable collateral to go to market.

Through the HPE partnership, along with the PartnerDemand Services team, BlueAlly has the confidence that they are using the latest technology to generate new business. The program has surpassed Apple's original expectations with sales reps receiving quality leads throughout all territories, and engineers being engaged in real opportunities.

Apple praised the PartnerDemand Services team of Nicole Curtin, Tracy Tumeinski, and Chelsea Albers for their creative energy, determination for success, and a wonderful partnership.

She also recommends that partners consider the MSA program using The Channel Company for the opportunity to nurture new and existing customers and to cross sell and upsell for maximum opportunities.

RESULTS

- New leads/prospects
- Professionally written content