

## PartnerDemand® Services Uncovers New Opportunities for Internationally Recognized Derive Technologies



### CUSTOMER SUCCESS STORY

#### CHALLENGES

- Creating demand for storage solutions across focused vertical markets
- Educating prospects about the benefits of flash HPE storage solutions from Derive
- Setting sales-qualified appointments for Derive sales reps

#### SOLUTIONS

- Custom target market list segmentation and build
- Email marketing to warm cold target list
- Custom content to further nurture prospects
- Telemarketing for conversion of prospects to sales-qualified leads

#### COMPONENTS

- Content creation
- Email marketing
- Microsites and landing pages
- Social media marketing and amplification
- Telemarketing
- Video



*"I have been in the business for over 34 years, PartnerDemand has by far delivered beyond expectation"*

*—John Wood, vice president of marketing and business development, Derive*



New York-based Derive Technologies has designed, implemented and supported leading business technology solutions for the health-care, financial services, government and public sector markets during the past two decades. When this successful value-added reseller needed to create new demand for storage solutions, the Hewlett Packard Enterprise Partner leaned on The Channel Company's PartnerDemand® Services—Hewlett Packard Enterprise and HP Inc.'s Marketing Services Agency.

To say that John Wood, vice president of marketing and business development at Derive Technologies, is busy is quite an understatement. A 15-year veteran of the company, Wood directs demand generation and digital marketing efforts in addition to managing all client and partner events.

When presented with an opportunity to work with PartnerDemand Services, Wood initially was apprehensive as he was not familiar with the agency. Once the avid CRN® reader was made aware that the managed marketing services agency was a sister brand of the CRN® multimedia network—both brands owned and operated by The Channel Company—Wood was convinced PartnerDemand would have the IT expertise needed to hit the ground running.

PartnerDemand Services developed an integrated marketing strategy to drive demand for Derive. The first component included two comprehensive email campaigns consisting of four unique emails to educate prospects. Each campaign guided readers to a dynamic landing page. The first outlined the benefits of HPE flash storage and a second provided best practices for backup, recovery and archive (BURA). A compelling solution brief was also offered so prospects could learn more. Email open and response rates provided the data needed to measure performance.

The second component included telemarketing to a custom segmented list in order to identify prospects and set appointments for the Derive Technologies account team. Meetings were set with targeted net new potential customers with the goal to convert interested prospects into HPE marketing qualified opportunities.

#### RESULTS

Derive reports having delivered multiple sales proposals in follow-ups to meetings generated from PartnerDemand Services efforts. To date twenty-two in person appointments were completed with net new enterprise prospects. Wood describes the team's work as outstanding and already has engaged them on a new campaign—which will implement additional methods to track ROI.

"PartnerDemand Services is very well versed on the IT industry and had all of the needed methodology in place," Wood stated. "The team enlightened me on best practices to go to market. I found the ease of doing business with PartnerDemand Services very open and painless."