

HPE Platinum Partner Creates Meaningful Content With PartnerDemand Services



CUSTOMER SUCCESS STORY

CHALLENGES

- Lack of inside sales team
- Inability to create demand generation campaigns

SOLUTIONS

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

COMPONENTS

- Content creation



Hewlett Packard Enterprise Platinum Partner Inpixon (formerly known as Sysorex), is a California-based provider of rich positional information like a GPS and browser-like intelligence for the indoors (including shopping malls, government agencies, airports, and office buildings) through Indoor Positioning Analytics. They have been in business since the late 1980s and currently about 150 employees work for the company.

Inpixon knew that they wanted to sell commercial IT solutions through their partnership with Hewlett Packard Enterprise, but they didn't have adequate marketing support nor the resources, such as a marketing research staff and marketing copywriters, to create meaningful demand generation campaigns to generate leads. Even if they did have those resources, they were lacking an email marketing automation system to send out emails along with an inside sales team to follow up on any leads that were generated.

At a loss, John Galbraith, Director of Partner Marketing for Inpixon, turned to his HPE Partner Business Manager Stacy Junge for advice. Galbraith told Junge that he was looking for a marketing services agency that would be responsive, professional, competent, and skilled at finding potential leads and opportunities.

Throughout the content creation and telemarketing, Galbraith discovered that "PartnerDemand Services knows the business of Hewlett Packard Enterprise". He was impressed by the professionally written and well-designed content that was created, which is what his goal was with the partnership. Although Inpixon hasn't yet closed a deal, they have received a great many number of leads.

"Working with the PartnerDemand Services team was efficient, productive, and professionally managed," says Galbraith.

"PartnerDemand Services knows the business of Hewlett Packard Enterprise."

- John Galbraith

Director of Partner Marketing
Inpixon



RESULTS

- New leads/prospects
- Professionally written content