

HPE Platinum Partner Generates Net New Business Opportunities with Process Efficiency from PartnerDemand® Services



CUSTOMER SUCCESS STORY

CHALLENGES

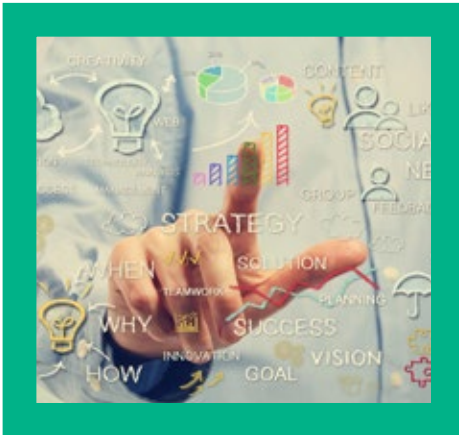
- Generate demand for Pomeroy/HPE New Style of IT solutions within net new accounts
- Integrate Pomeroy's value proposition into HPE's New Style of IT messaging

SOLUTIONS

- Email marketing for warming cold prospect list
- Custom content and landing page to further qualify leads
- Telemarketing for marketing qualified to sales qualified lead conversion

COMPONENTS

- Email marketing
- Landing pages
- Content creation



Hewlett Packard Enterprise Platinum Partner, Kentucky-based IT infrastructure services company Pomeroy was excited to participate in a multi-partner Hewlett Packard Enterprise demand generation campaign offered by The Channel Company's PartnerDemand® Services. It was a complex campaign that required both an intimate knowledge of HPE branding and a best-practice approach to outbound demand generation. Pomeroy knew it would need to optimize time and resources in order to make sure the campaign framework was customized to reflect its unique brand and value proposition. Ultimately the company saved time and improved its outcomes with a speed-to-market integrated campaign approach from PartnerDemand Services.

As the director of business development for Pomeroy's Enterprise Data Center Solutions, Colin Henry is responsible for the go-to-market strategy surrounding the company's data center and business mobility solutions and for its HPE marketing strategy. When he chose to participate in the PartnerDemand campaign, he understood it was essential that he accurately communicate his company's unique value proposition as a HPE "New Style of Business" partner.

"Our messaging—and our partner's— was integrated into content better than I have ever seen."

—Colin Henry

Director of Business Development
Enterprise Data Center Solutions
Pomeroy

"Our internal marketing resources are focused on driving our Pomeroy brand. We needed help integrating HPE's messaging into ours for a cohesive story," explains Henry.

Because the PartnerDemand Services team was already up to speed on HPE's branding and messaging, Henry only needed to provide Pomeroy solution insight so the team could get started on content production, saving him and his staff valuable time. PartnerDemand Services' expertise also helped craft a telemarketing script designed to uncover opportunities for Pomeroy sales calls and pipeline.

"The process contributed to the positive outcome," he explains. "We were able to execute campaigns faster than we anticipated, and now we are rolling out even bigger projects with PartnerDemand Services."

POMEROY
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RESULTS

- Uncovered 19 net new introductions for Pomeroy/HPE solutions via telemarketing
- Produced 11 additional marketing qualified leads for further nurture via content marketing
- Created custom content for further leverage in future marketing campaigns

Signed up for another campaign after this. Bonuses leads.