

CyberCore Technologies Taps PartnerDemand® Services to Build Thought Leadership in an Emerging Market



CUSTOMER SUCCESS STORY

CHALLENGES

- Educating a young market about the importance of supply chain security
- Demonstrating thought leadership to a large audience
- Reaching buyers in both an unclassified—and classified—market

SOLUTIONS

- Creating high-quality and engaging content
- Designing multichannel campaigns to gain maximum impressions
- Targeting multiple verticals and internal HP Inc. account representatives

COMPONENTS

- Social media marketing and amplification
- Search marketing
- Content creation
- Video
- Landing pages



“PartnerDemand Services was awesome. Across the board, every one of them that we worked with, I was so impressed. They were on top of things, they were responsive, they were pushing me—which is always a good thing.”

—Brett Bennett

Supply chain security director, Cybercore



When tasked with spearheading CyberCore Technologies’ cybersecurity business growth initiative, Supply Chain Security Director Brett Bennett began by engaging The Channel Company’s PartnerDemand® Services—HP Inc.’s Marketing Services Agency for Platinum, Gold and Silver Partners. Bennett tasked the experienced marketers with designing a comprehensive marketing program to educate a burgeoning market and position the leading Information Communication Technology (ICT) company as a recognized thought leader.

During his five years with CyberCore, Bennett has learned that reaching buyers in the federal space and commercial markets with a high security requirement—such as finance and health care—can be difficult. While most of these buyers are familiar with supply chain security, many are not familiar with specific risks or why they should be concerned with them.

Leveraging PartnerDemand Services has enabled CyberCore to go beyond traditional marketing programs and deliver custom content to inform its audience of existing threats and data breaches. Now the company can illustrate the full impact poor security can have on supply chains, using a variety of dynamic new content.

PartnerDemand Services helped CyberCore identify an additional audience—internal HP Inc. account managers. Leveraging the campaign materials to educate HP Inc. representatives has allowed CyberCore to emphasize its thought leadership within HP Inc. and amplify its message to the marketplace.

RESULTS

Bennett is confident the custom content and robust campaigns will help establish CyberCore as the “go-to” expert in the cyber supply chain security space.

“I really just kind of threw everything we had at them from our supply chain security program,” Bennett said. “I was really impressed with what they were able to disseminate out of that to pull together into a cohesive marketing campaign.”

Bennett continued, “They brought some really good information to the table as far as metrics and market surveys. I can’t say enough good things about the team.”