



CLIENT STORY

SKILLS

KNOWLEDGE

ABILITY

RAISING THE ROOF ON BRAND AWARENESS.



Advantage Cloud Solutions

Advantage Cloud Solutions is a leading Managed Services Provider (MSP) that delivers expert consulting, agile IT support, IT security and cyber solutions across the UK & Ireland. Their aim is to equip organisations to be 'storm-ready' with a responsive 24/7 'full' IT security solution that will close the risk loop; to prevent, resolve, and insure.

BACKGROUND

Advantage Cloud Solutions was looking to partner with a specialist demand generation agency to help raise brand awareness and promote their business into their end user target market. They discussed their requirements with a leading UK-based IT distributor, and CPB UK was recommended as the agency that could help achieve their goals. An introductory meeting was orchestrated to delve into their key business objectives, and for CPB to propose the most suited go-to-market approach.

THE CHALLENGE

In tandem with raising brand awareness, a key requirement for the chosen agency was to help with the challenge of penetrating net new customer accounts, growing net new logo sales pipeline, and creating new revenue streams.

THE QUOTE

"Working with CPB is a joy. Their understanding of Managed Services businesses, Vendors and the Channel is exceptional; they really do understand the IT sector. And personally, the best thing about delivering a campaign with CPB is their people: the professionalism, friendliness, and smart-thinking of the team has meant that not only have leads been of a high quality, but that it is genuinely enjoyable to work together! They truly deliver the Advantage Cloud Solutions unique pioneering attitude."

Jonathan Brown
Business Development
Director

[Contact Jonathan](#) 
[Visit the Website](#) 

WHY CPB UK?

Focused on IT for 25 years, CPB is highly experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

THE CHALLENGE cont ...

It was imperative to find an agency that offered a multi-faceted approach to demand creation; one that already understood the intricacies around managed services, end user pain points, and the challenges organisations face that Advantage Cloud Solutions specialise in resolving.

CPB and Advantage Cloud Solutions were aligned in the desire to work in close collaboration to ensure that there was no dilution of the business' value proposition, core messaging, and strong reputation for expertise within the industry.

THE SOLUTION

Advantage Cloud Solutions chose CPB UK to meet their demand generation objectives. The foundation of the activities were defined and a targeted end user database was created, to meet the chosen target market demographics.

THE OUTCOME

The activities delivered for Advantage Cloud Solutions are producing a regular stream of net new end user opportunities for sales progression; these opportunities are being progressed through the sales cycle and are entering the pipeline funnel. Continuous communication between all parties is empowering discussions around lead progression, the current status of each opportunity and pipeline attribution.

THE SOLUTION cont ...

Identifying a solid data intelligence foundation allowed CPB UK to effectively steer the campaign via digital outreach to selected IT stakeholders to measure engagement and intent for priority follow up, and by lead generation to qualify sales opportunities for progression.

From the outset, CPB focused on building a strong relationship with the Advantage Cloud Solutions team. Onsite collaboration days and verbal lead handover were introduced to ensure each new sales opportunity was discussed and explored in detail. Weekly cadence meetings and calls allowed CPB UK and Advantage Cloud Solutions to continuously monitor results, successes, challenges and discuss necessary tweaks.

Very quickly both parties were actively working together as an extension of one team, and the objective of a close working relationship was achieved.

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