



CLIENT STORY



Precise Profiling Presents Perfect Partnerships



About Arrow ECS

Arrow is a solution enabler specialising in providing end-to-end IT infrastructure solutions including Cloud Services, Data Centre Solutions, and Networking/Security. Working with channel customers, Arrow optimises the efficiency with which organisations can store, manage, protect, and deploy data; equipping them with secure access to business-critical information any time, from any location, on any device.

BACKGROUND

Arrow has launched the Dell EMC Million Dollar Club Partner Programme to focus on helping their business partners launch a new Dell EMC offering. The aim of the programme is to support partners in growing a complementary revenue stream to achieve \$1m of revenue and enhanced partner status.

The aim of Arrow's campaign was to on board new partners and enable them to grow their Dell EMC business. This unique programme is designed to allow partners to access the EMC storage portfolio simply and easily with targeted enablement and support.

THE QUOTE

"It has been a pleasure working with CPB on this campaign. Once again, they have delivered on all campaign objectives and, due to their expert profiling and targeting, have exceeded expectations. They are a great team of people to work with and are helpful, knowledgeable, reliable and experienced. They are always willing to go the extra mile".

THE CHALLENGE

CPB UK Ltd has been providing a range of services to Arrow ECS since 2001. The challenge faced by Arrow on this occasion was to identify the right target audience for the campaign in order to attract suitable partners to the programme.

Once the this profiling task was completed, the main objective would be to qualify those partners who recognised the opportunity and wanted to understand the detail of the programme.

THE SOLUTION

CPB profiled a list of resellers who had been identified as existing Dell partners. CPB's role was to evaluate which were suitable for the Million Dollar Club by gaining an understanding of what Dell EMC equipment they currently sell and whether they were looking to grow their storage portfolio.

CPB then began a 29-day telemarketing activity, using call centre staff trained on both Arrow and Dell EMC, to have meaningful conversations and generate appointments.

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure

THE OUTCOME

CPB's expert team of call centre agents were well versed in the benefits of the programme and in identifying the right type of partner. When telemarketing activity began, we were confident we would have the right impact and uncover suitable partners for Arrow.

CPB identified 21 partners with the correct profile and an interest in the programme, and arranged face-to-face appointments with 16 prospects. In the week following the end of the campaign 8 meetings had already been attended and these companies had all agreed to sign up to the programme. Not only that, but 2 were well on their way to enhanced partner status.

CPB UK Ltd
Nortec House
12 North Bar
Banbury
Oxfordshire
OX16 0TB

For more information please visit:

www.cpbuk.co.uk
infocpb@cpbuk.co.uk
Tel: 01295 263410

