



# A Multi-touch Approach to ROI

Linking Partners to Leads for Better Sales Success

vmware®

## About VMware

VMware is a vendor of cloud computing and virtualisation software and services.

Its aim is to streamline the journey for organisations to become digital businesses that deliver better experiences to customers and empower employees. VMware's software spans computers, cloud, networking and security and the digital workspace.

VMware believes that software has the power to unlock new possibilities for people and our planet. Its software forms a digital foundation that powers the apps, services, and experiences transforming the world.

## BACKGROUND

VMware started working with CPB via one of their distribution partners. VMware has run small scale demand generation activities for a long time and wanted to capitalise on CPB's expertise in this area to improve lead generation results.

## THE QUOTE

*"As well as helping VMware improve pipeline and sales, CPB has also helped us develop better relationships with our partners through the Sales Progression Programme. We are seeing significant benefits from our ongoing work with CPB and appreciate their 'can-do' attitude and willingness to go the extra mile to help us achieve our goals".*

**Magda Wise, Partner Marketing Manager at VMware**

## THE CHALLENGE

VMware supports its partners with marketing development funding (MDF) but historically has found it problematic to get updates and feedback on the leads, which, in turn, makes it difficult to achieve a sense of and report on actual ROI.

As a result of a recommendation after a successful campaign for a vendor of a similar ilk, and due to its pedigree in running this type of campaign, CPB was the obvious choice.

The challenge was to run an all-encompassing fully managed, end-to-end, multi-touch programme which would improve partner lead generation, measurement, follow up and analysis .

## THE SOLUTION

The solution is the VMware Sales Progression Programme (SPP), an ongoing project and an 'always on' campaign.

CPB's role is to onboard partners and run webinars for partners to submit their target audience and highlight their capabilities within VMware's portfolio. CPB creates a matrix from information partners have provided and sends a variety of focused and mass marketing communications to a targeted data list via email and TechKnow.

These various comms go out in synchronisation, after which CPB calls the warm interactions to qualify any BANT opportunities. We then use the information gleaned in the webinars to find the best partner for the lead, opposed to a lead for a partner!

CPB has regular review calls with the partners and tracks any pipeline or won business.

## THE OUTCOME

The SPP provides better analysis and insight into partners and the relative success of various communications. The programme boasts a current pipeline of £937,748 across 167 leads.

## 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

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