



CLIENT STORY

Arrow Successfully Automates Event Management



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 also runs a large number of events, providing an extensive calendar of seminars, technical workshops and sales enablement days. The events are designed to educate channel customers on the new functionalities, technologies and opportunities available to them through their relationship with Arrow. The benefit and ROI of these successful channel events is clear, however, the management of numerous events per year has a considerable impact on Arrow's marketing team.

Arrow came to CPB with a challenge; it wanted a digital solution, which would solve two significant business challenges.

"Since Arrow implemented the fully automated event system, we have seen a noticeable reduction in the amount of time spent on running our many channel customer events. We are also able to provide delegates with professionally branded and automated event communications. The detailed reporting allows Arrow to generate reports that provide the marketing managers with real-time and accurate event ROI."

THE CHALLENGE

1. Reducing the pain of manual, labour intensive event management and organisation:
 - a. Promoting and communicating its event schedule to the right target audience
 - b. Automating event management communications
 - c. Effectively managing sign-in procedure to accurately report on attendance
2. Solving its data management issue:
 - a. Consolidating all data into one database rather than a number of disparate data sources
 - b. Streamlining and optimising the ability to segment and target the desired audience

As a trusted consultant, with expertise in database management and CRM development, and a long-term supplier (which already supported Arrow's event programme with bespoke communications and audience acquisition via telemarketing) CPB was the ideal collaborator for this project.

THE SOLUTION

CPB's success rests upon its links with comprehensive IT industry database, ProspectaBase, its expert telemarketing team and its sophisticated CRM platform, which incorporates a wealth of communications and marketing automation tools.

Traditionally, CPB has used its CRM platform for data management, specific marketing campaigns and event promotion but the technology was able to be applied to a product that could automate the process of event management from start to finish.



"Another great feature of the platform is the ability to amend HTML files, this has considerably reduced design costs.

The event management tool has notably benefitted both the marketing team, and the business as a whole. We would definitely recommend this platform."

THE SOLUTION

The platform incorporates features such as:

- Detailed segmentation of target audience
- Automated, personalised event communications
- Real-time delegate registration
- Mobile tablet-based check-in app for onsite management
- Automated bulk email marketing
- Analytics and reporting
- Surveys and post-event evaluations
- Access to a comprehensive IT prospecting database

The product provided an easy to use marketing automation platform with superior functionality, which:

- Improved the efficiency and management of events
- Provided seamless engagement with attendees
- Gave audience intelligence to help build new opportunities
- Streamlined and simplify processes for lead following up
- Dramatically reduced administration and emailing costs

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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THE OUTCOME

The platform has provided the following benefits to Arrow:

- An easy to use platform with clear navigation
- A system that delivers emarketing campaigns and events from one consolidated platform
- Automation/scheduling of tasks within the system, reducing the management time required per event
- A basic HTML editor suite allowing users to make amendments; saving time and reducing design agency costs
- Reporting features that provide detailed analytics and email statistics, for a greater understanding of the success of Arrow events and email communication campaigns

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