

one gtm

CASE STUDY



Driving demand through the **Avnet HP channel**



A new approach was required to enable partners to engage with their customers earlier in their buying journeys



Key points:

- Avnet wanted to increase HP's storage solution sales by enhancing engagement with silver partners
- OneGTM developed an insight-led channel campaign to drive increased sales of HP storage solutions
- The campaign achieved a 250% increase in partner uptake and new business pipeline of £1.25million

Summary

Avnet's previous channel support to HP partners mainly consisted of telemarketing and email marketing. However due to diminishing returns, a new approach was required to enable partners to engage with their customers earlier in their buying journeys, and to position partners as a trusted advisor to their clients.

The strategy behind the campaign was to engage the end-customer by alerting them to the fact that their virtualisation initiatives could be being undermined by legacy storage systems. We then developed an integrated, content-led campaign designed to capture customers' interest early in their buying journey, through offering them useful guidance on how to build a virtualisation-ready storage infrastructure and explaining how HP's storage solutions could help.

Once the tools were complete, we packaged them up into a comprehensive toolkit with a blueprint and briefing kit, so partners could easily implement the campaign themselves.

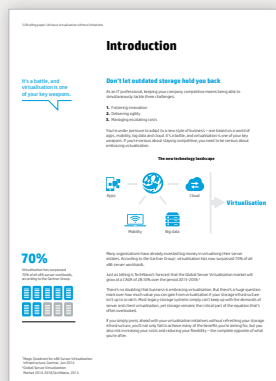
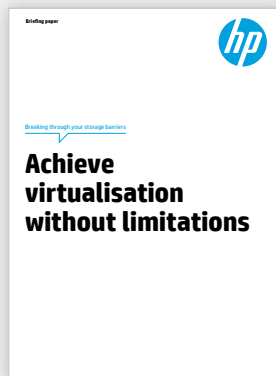
The client

Avnet Technology Solutions is a global IT services and distribution organisation that transforms technology into business solutions for customers around the world. Avnet works in partnership with industry-leading technology suppliers, including HP, and is a leading distributor of HP storage solutions to the enterprise market. Their portfolio includes Primary Storage, Enterprise Applications Storage, Software Defined Storage, Backup Recovery & Archive.

The challenge

The HP team at Avnet had recognised that their traditional approaches to generating demand for HP's storage solutions were now outdated for today's marketing landscape. Their traditional approach of telemarketing, email blasts and online advertising was no longer effective and was generating diminishing returns on their marketing investment.

They wanted a smarter approach to through-channel marketing, so engaged OneGTM to help them focus more on customer issues and enable their partners to engage customers earlier in their buying cycle.



Whitepaper



The campaign was split into three phases:

- 1) Strategy and approach
- 2) Developing the campaign toolkit
- 3) Channel enablement



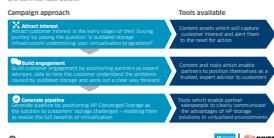
Why HP Converged Storage solutions?

- HP technology is uniquely placed to help customers meet today's storage challenges. By selling HP solutions, you can gain a competitive edge in the marketplace.
- HP Storage offers best-in-class integration with leading virtualisation (V) partners, and is trusted by 80% of the Global 500 largest companies.
- The next generation architectures from HP Converged Storage enhance and simplify any virtualised client or server project. In a virtualised environment, HP Converged Storage solutions can help customers:



Campaign overview

The campaign approach, and the tools available to partners to execute the campaign, are summarised below:



The opportunity for partners



A storage portfolio to meet every need

A key advantage for customers and partners is the breadth of HP's solutions which are able to meet all of a customer's storage, back-up, recovery and archiving requirements. Key product families include:



Sales Deck

OneGTM worked with the HP team at Avnet to develop a strategy based on the following elements:

- Creating clear and compelling points of view around the storage market
- Developing insightful content and tools to enable partners to engage with the target audience
- Creating frameworks and blueprints to enable partners to build effective demand generation plans around storage
- Effective enablement of channel partners

Campaign approach

The campaign was split into three phases:

1) Strategy and approach

We initially worked with stakeholders from HP and the HP team at Avnet to explore the key trends that were creating demand for new storage solutions. Based on these trends, we decided to focus the campaign around the topic of virtualisation.

The strategy behind this was to engage the end-customer by alerting them to the fact that their virtualisation initiatives could be being undermined by legacy storage systems, therefore encouraging them to give the topic of storage some more thought.

We then developed an integrated, content-led campaign approach involving a combination of different marketing tactics. This approach was designed to capture customers' interest early in their buying journey and then convert that interest into pipeline and sales, by offering them useful guidance on how to build a virtualisation-ready storage infrastructure and then explaining how HP's storage solutions could help.

We leveraged existing HP investments in insight and thought leadership, and built upon these to create a set of assets which the channel partners could co-brand and roll-out.

2) Developing the campaign toolkit

We created an integrated campaign toolkit which included the following items that partners could co-brand. The tools were all designed to enable the partners to engage with customers earlier in the buying cycle.

3) Channel enablement

Once the tools were complete, we packaged them up into a comprehensive toolkit with a blueprint and briefing kit, so partners could easily implement the campaign themselves following briefing meetings and webinars by Avnet. We also provided a marketing-as-a-service option, where we delivered elements of the campaign on behalf of partners who didn't have the necessary in-house capabilities to roll-out custom campaigns themselves.





Infographic

The outcome

Since the campaign launch, Avnet has experienced much higher partner take-up than in previous campaigns – over 2.5x the number of silver partners have engaged with this campaign compared to previous ones. The campaign has also generated positive results in terms of increased customer contact and new business pipeline of £1.25m.

Client Testimonial:

“It’s great to see a campaign so well received by partners. What has been a real hit is that through the tools, the partners have really got what the service delivers; usually getting them to engage with the product is half the battle. The other real bonus is providing them with tools that they can use in their own sales & marketing initiatives. Partners have also found the toolkit useful for internal training and sales enablement for their own sales teams. This has all led to a far higher partner take-up and ultimately conversion to sales.”

– Paul Riddle, Marketing Manager, Avnet

To find out how
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your business
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