one gtm
CASE STUDY

Symantec™

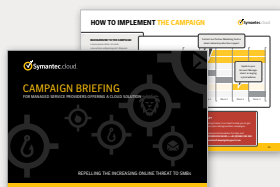# Symantec MSP channel programme, a project in action

The campaign... helped to strengthen Symantec's position in the service provider channel

Email campaign

Viewpoint paper

Sales and Marketing Playbook

Key points:

- Symantec recognised that if .Cloud was to be successful it needed a new go-to-market approach, and it needed to attract new types of channel partner
- An initial review of Symantec's go-to-market strategy revealed a key channel to target were the MSPs (Managed Service Providers).
- The campaign was well received by Symantec partners and helped to strengthen Symantec's position in the service provider channel.

The challenge

Symantec's .Cloud business delivers a range of cloudbased security and information management products to small and medium-sized businesses. Symantec's success has been largely based on-premise products and a traditional reseller channel model. However Symantec recognised that if .Cloud was to be successful it needed a new go-to-market approach, and it needed to attract new types of channel partner.

The project

We initially worked with Symantec to review the channel go-to-market strategy for. Cloud. This identified a number of key channel segments that Symantec needed to target, one of which was Managed Service Providers (MSPs), which had to date been neglected within Symantec's channel programmes. We then undertook in-depth research to understand the MSP market. Based on our insight, we then worked with Symantec to develop a new value proposition to MSPs, and a clear Symantec point of view around the evolution of the MSP market. Based on the new proposition and point of view we then developed a campaign toolkit to help MSPs generate demand for Symantec services. The campaign was based on the annual Symantec Internet Security Threat Report. We used this content to develop a Viewpoint paper, which could be co-branded by MSPs, and which emphasised the important role of MSPs in keeping small business secure in a challenging environment. This thought leadership was followed by a series of co-branded marketing tools including emails, banner ads and webinar tools. We also developed a campaign playbook to explain how to use the tools.

The Results

The campaign was well received by Symantec partners, ranging from UK MSPs like Cobweb, to large telcos such as Deutsche Telekom, and helped to strengthen Symantec's position in the service provider channel.

> "Just wanted to let you know how impressed I have been working with OneGTM on building the new MSP Security campaign this Q. They have been extremely efficient and a great sound board in ensuring we build the right tools, include the right message and deliver the campaign on time. It was been a pleasure to work with them and [they are] a trusted agency to rely on when rolling out this type of marketing initiative."
>
> **– Caroline Garrett, Senior Marketing Manager, Symantec**

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