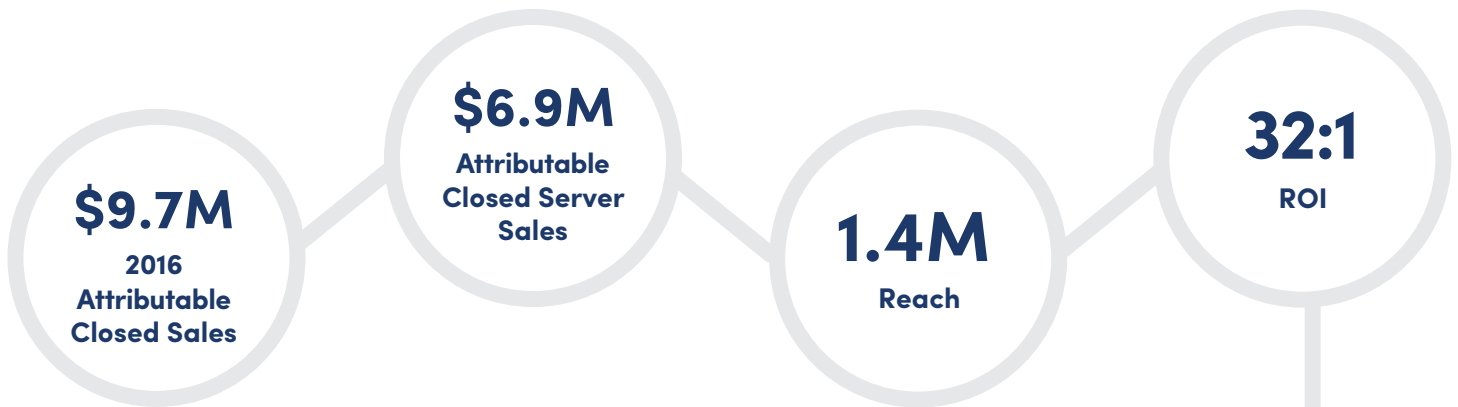


CASE STUDY

Expansion into the enterprise market

While continuing to grow Vendor's Core Client business in the mid-market space, exploring consideration of server, storage and networking solutions.



Challenge

- ✓ Expand into the Enterprise market with a focus on driving server, storage, and networking solutions
- ✓ Continue growth of vendor's Core Client Campaign in the SME and public sector space

Action

- ✓ **Strong growth**
Initial pilot of 150 targeted resellers quickly ramped to 250 partners due to high partner engagement.
- ✓ **Engaged partners**
Program performed at an exceptionally high partner engagement rate of 85%.
- ✓ **High level of consideration**
Program driving record consideration and sales (MGO won) in expertise space.

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our effective marketing programs,
and a better understanding
of your customers, talk to the
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