

The logo for Channel Marketer Report features the words "Channel" and "Marketer" in a bold, black, sans-serif font, stacked vertically. Below "Marketer" is the word "Report" in a smaller, black, sans-serif font. To the left of the text is a graphic consisting of a 2x2 grid of squares in various shades of blue.

**Channel
Marketer**
Report

***TOP 10
CHANNEL CONSULTANCIES
REVEALED:***

A large, bright yellow starburst graphic with multiple points, resembling a comic book explosion, is positioned in the lower right quadrant of the page. It contains the text "LEADING SIDEKICKS FOR POWERING-UP PARTNER MARKETING" in a bold, black, sans-serif font.

***LEADING SIDEKICKS
FOR POWERING-UP
PARTNER MARKETING***

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Service Offerings:

BlueBird Strategies helps clients generate leads with higher conversion potential. Using marketing automation as its foundation, BlueBird Strategies helps execute a coordinated effort of demand generation, lead nurturing, lead scoring and lead management to increase lead velocity through the stages of the buying cycle, and in turn, prepare each lead for a more constructive sales conversation.

Special Focus:

- **Lead Management Process:** How leads move from vendor, to channel partner and back again;
- **Email Programs in-a-box** for vendor or partner deployment;
- **Demand Generation Planning and Execution;**
- **Lead Nurturing Strategy and Execution;** and
- **Marketing Automation:** Vendor selection and implementation.

Customer Landscape:

BlueBird Strategies serves global B2B companies and currently touts annual revenue of more than \$10 million.

A sample of current BlueBird clients includes:

- Software Company - \$650 million+ in revenue
- IT services company - \$240 million+ in revenue
- Software Company - \$315 million+ in revenue

Performance Snapshot:

BlueBird Strategies is on track to see more than 100% revenue growth year-over-year for Q1 2012, despite many companies being late in finalizing budgets due to concerns over the economy.

Market Focus:

BlueBird Strategies assists vendors in developing demand and lead generation programs that can be put in a "box" and handed to channel partners for execution, or executed by the vendor on the partner's behalf.

The two forces affecting channel marketers in 2012 are a need for channel partners to be more productive in their lead generation efforts and the demand by channel partners for better qualified leads coming from the vendor.

Company Specs:

- **Headquarters:** San Francisco, CA
- **Inception:** 2010
- **Employee Count:** 10
- **Customer Count:** 25+

The rise in adoption of marketing automation, CRM, and partner management solutions has given channel marketers the tools to meet both these needs. BlueBird Strategies is seeing companies apply scoring to partner leads and utilizing a marketing qualified lead (MQL) threshold prior to sending a lead to a partner. Moreover, companies are requesting development of pre-built lead nurture programs that can be executed by the partner on the vendor's behalf.

BlueBird Strategies Case Study

A global software company recently engaged BlueBird Strategies to design, build and execute a lead nurture program where the most active leads would be sent to the best channel partners in their partner ecosystem. The six-touch program has led to increased performance by the partners.

Results include:

- 13% response rate (response = clicked at least one email content offer)
- **Email performance:**
 - 10% open rate; 2.8% click through rate
 - 30% click to open rate (over 50% on some content offers)
 - 72 possible email forwards (more penetration into accounts)
 - 24 opportunities influenced by the nurture campaign
 - 3 opportunities where the nurture was primary campaign source
 - 1 opportunity won to date, with a revenue of more than \$200,000
 - Several million dollars added to partner sales pipelines



Service Offerings:

Channel Maven Consulting provides strategic channel and marketing consulting to IT channel organizations of all sizes. This includes channel program strategy, communications/engagement/training to partners as well as marketing through partners.

Special Focus:

While the consultancy focuses on channel program development and "to" partner marketing, its niche is in providing "through" partner marketing, which helps vendors extend their reach by providing partners with in-depth, one-2-one marketing consulting.

Customer Landscape:

Channel Maven Consulting works with vendors and channel partners of various sizes and industries; however, many of its clients are in the high-tech industry. Overall, the majority of its clients consist of enterprise class high-tech manufacturers.

Market Focus:

Within the last two or three years, the high-tech marketing channel has focused more on co-marketing and enabling channel partners. Many high-tech manufacturers are providing their partners with more support, marketing platforms and marketing resources than ever, leading to improved channel efficiencies and overall performance.

Company Specs:

- **Headquarters:** Boulder, Colo.
- **Inception:** 2009
- **Employee Count:** 9
- **Customer Count:** 40

Customer Case Studies:

Channel Maven Consulting recently completed a One-2-One marketing support engagement with a cloud back-up vendor and 10 of its partners. The consultancy helped the vendor optimize its social media online presence using LinkedIn, and provided recommendations for improving SEO and their web sites to drive more inbound leads.

Channel Maven also guided the company in developing an email campaign that was relayed to several of its partners. One of Channel Maven's most notable offerings is the Campaign In-a-Box. Unlike most campaigns for partners, it is designed to enable partners to take their solution value proposition and add their brand, messaging, and contact information to drive demand. This offering, matched with the consultancy's in-depth "how-to" marketing guides, enables partners to reach their customers and capture leads more efficiently.





Service Offerings:

Gorilla Corporation ICT Division is a provider of outsourced sales and marketing solutions to technology companies worldwide. The organization also provides best practices and tactics in business strategies specific to channel.

Services include: lead generation, channel and marketing strategies, outsourced field sales, development of international expansion strategies, P2P ecosystems and Government relationship management.

Special Focus:

Gorilla provides guidance in channel development, and offers outsourced inside and field sales to build new business sales and increasing revenue.

Customer Landscape:

Gorilla Corporation offers outsourced sales and marketing solutions exclusively focused in the IT channel. Outsourcing solutions are focused on incremental sales in mid-market, from the upper end of the SMB to lower enterprise. The consultancy helps leading vendors by providing support on net new revenue, and by driving down the cost of sales in install base business.

Performance Snapshot:

2012 signals a massive step change within Gorilla Corporation. Having seized additional private equity, the group has invested in building out its Latin American businesses, as well as hiring new industry executives to further improve its senior line up.

The organization is predicting a minimum 80% growth rate, with the fastest growth in Latin America and Sub Saharan Africa.

Market Focus:

Gorilla Corporation has published its acclaimed Channel Insights Market study since 2002 on the state of the channel in a variety of geographic markets. This year, Latin America, North America, and Europe were included in the portfolio. By gathering this ongoing intelligence, Gorilla can effectively determine its areas of focus and help clients develop the most effective cross-hair system.

Company Specs:

- **Headquarters:** San Ramon, Calif.
- **Inception:** Gorilla Corporation is a group of acquired corporations; oldest dates back to 1992.
- **Employee Count:** 155
- **Annual Revenue (estimated for 2012):** \$22 million
- **Customer Count:** 150 IT vendors

The consultancy anticipates that 2012 will have massive growth in the cloud channel business, as well as storage and virtualization. However, the cloud channel business model will prove to be a challenge for both vendors and channel partners alike.

Gorilla ICT Case Study: IBM

The evolution of the Information Communications Technology (ICT) Marketplace calls for more sophisticated and pinpointed solutions to be brought to market. The complexity of such matters calls for an evolution in the vendor's route to market. This can be achieved through collaborative relationships between a vendor's partner and other partners. This peer-to-peer network forms an ecosystem.

IBM asked the Gorilla Corporation to deploy a Partner-to-Partner Ecosystem to deepen the IBM relationship with ISV, SI, Consultants and BPs globally. The objective of the program was to increase the depth of the IBM relationship with partners and partners amongst themselves, encouraging greater and faster generation of incremental growth for IBM.

The program was called the IBM Valuenet initiative and the first pilot started in November 2003. In 2009, IBM took responsibility of the program in house. Nowadays the program is still running under PowerNet.

gyro:

Service Offerings:

gyro is an Advertising Age Top 50 global agency with a 600-employee team of creative professionals. The company currently has 17 offices in nine countries worldwide, including locations in Amsterdam, Paris and Stockholm. Currently, gyro touts a client roster that includes Abbott, Audi, FedEx, HP, John Deere, L'Oreal, USG and Virgin Atlantic.

Special Focus:

As a full-service agency, gyro offers an array of solutions and services for successful branding and maximized profit, including:

- Channel Marketing;
- Media;
- Social Media and Search;
- Creative;
- Public Relations;
- Advertising; and
- Digital services.

Customer Landscape:

gyro services both B2B and B2C organizations across a variety of industries.

Performance Snapshot:

During 2011, gyro experienced extreme success in its customer acquisition and overall development. The agency added more than two-dozen new clients to its roster, including Lincoln Financial, HP, ADT, SAP, and FedEx, and also opened a new office in Singapore.

Market Focus:

In most industries, channels partners are playing a more strategic role, and are part of critical growth and income channel for manufacturers. By working with manufacturers to improve the return on their partner marketing efforts, gyro helps partners improve the performance of their marketing activities and campaigns.

gyro Case Study: Avaya

Prior to partnering with gyro, Avaya partners focused solely on converting, rather than driving demand. The

Company Specs:

- **Headquarters:** New York
- **Inception:** 1991
- **Employee Count:** 600

Partners lacked an understanding of how to effectively manage customer accounts, nurture relationships, build awareness, and create new opportunity by marketing their business services and solutions.

To maximize education and training, Avaya created a series of global workshops titled Marketing Masterclass. During the workshops, partners evaluated strengths and weaknesses to better understand how to position and differentiate themselves in competitive markets.

Avaya then created an educational curriculum program, offering how-to-guides, covering topics ranging from writing marketing plans, to building web sites and leveraging social media. Finally, Avaya developed a spectrum of shared services to support partners' marketing efforts, both full-service and self-service.

Avaya enabled partners by providing access to services and support, databases, events, content, and preexisting templates, as well as pre-built product pages for free or at a highly-discounted price. The self-service "Partner Marketing Central" portal provides free and easy to use email blast technology, seminars and white papers, and access to more than 200 customizable marketing materials with a full range of media. Avaya also created "MarketLeaders," a full service campaign program that delivers integrated campaigns with end-to-end support. Avaya successfully increased its speed-to-market by offering partners invoicing and debiting against funds, rather than insisting partners pay up front for resources and support.

To date, the self-service "Partner Marketing Central" has been used by more than 2,500 members worldwide to create 33,000+ highly customized and targeted marketing materials to date. In addition, more than 1,200 partner companies in the Americas alone have taken advantage of the "MarketLeaders" offering to generate 1,950+ of their own strategic campaigns.



Service Offerings:

LeadMD helps businesses generate and manage leads through marketing automation processes and technology. With deep expertise in the Marketo & Salesforce platforms, and in how to shape a strong working sales and marketing funnel, LeadMD can develop, streamline, and maximize lead generation programs for both SMB and enterprise customers. In addition to its marketing automation expertise, LeadMD offers holistic marketing and sales services to its customers that include website design and usability, search engine optimization, content strategy and the company's own managed services to help clients at whatever point they need assistance.

Special Focus:

LeadMD focuses lead generation and nurturing through proper implementation and management of marketing automation software.

Customer Landscape:

LeadMD serves SMBs and enterprise businesses that have recently implemented or are about to purchase marketing automation software.

Performance Snapshot:

LeadMD grew more than 300% during 2011 and their revenue target for 2012 is \$5.4 million.

Market Focus:

LeadMD is focused on the mid-market user, who's most likely to utilize Marketo. The space is growing at a rapid rate because marketers don't always understand the full scope of what their marketing automation software can do. LeadMD recently took part in a 2011 Marketing Automation Benchmarking study. They collected data from more than 8,000 customers' marketing programs implemented through the Marketo platform. These programs yielded more than \$300 million in marketing-created, top-line revenue for 2011 alone. After six months of lead management utilizing marketing automation, LeadMD customers saw an additional \$10.2 Million in net new monthly revenue. As more and more companies adopt marketing automation, these numbers will continue to grow.

Company Specs:

- **Headquarters:** Scottsdale, Ariz.
- **Inception:** 2009
- **Employee Count:** 11
- **Annual Revenue:** \$1.8M for 2011
- **Customer Count:** 164

Customer Case Study:

As a well-established company in a growing niche, Jefferson National, a provider of flat rate insurance fees and services for registered investment advisors, had the ability to develop strong marketing content that generated high-qualified leads. However, the company was challenged to accurately track which marketing mechanism generated each lead, and more importantly, how to progress them through the sales process effectively. As the organization grew, so did the overwhelming amounts of data, and the demand to tie all information into an integrated, and thoughtfully segmented marketing-to-sales process. LeadMD's role was to help Jefferson National establish the right processes, and implement marketing automation best practices that would help them market, test, track, and close sales faster.

LeadMD helped Jefferson National:

- Integrate with Salesforce.com;
- Build templates and baseline programs;
- Integrate the Jefferson National web site(s) with Marketo;
- Unify views on partner program ROI;
- Track behavior(s), and score lead velocity and quality accordingly;
- Build simple, easily trackable campaign ROI reporting;
- Increase visibility into campaign ROI by 100%; and
- Nurture, qualify and report on their leads and lead life cycle.



Service Offerings:

The Pedowitz Group is a Revenue Marketing Agency focused on helping customers connect their marketing investments to a revenue outcome, process the organization calls Revenue Marketing Transformation™.

To connect marketing to revenue results, the consultancy has identified six controls (RM6) that need to be optimized: Strategy; People; Process; Technology; Content; and Results.

Special Focus:

By leveraging the six disciplines of Strategy, People, Process, Technology, Content, and Results, The Pedowitz Group develops a methodology designed to help organizations create a repeatable, predictable and scalable revenue engine.

Customer Landscape:

Although the consultancy has clients across B2C, entertainment, publishing, and technology industries, The Pedowitz Group's primary focus is on enterprise B2B organizations within the technology and manufacturing markets.

Performance Snapshot:

Since the company's inception in 2007, The Pedowitz Group has received a number of successes and notable accolades. The consultancy was named 12th Fastest Growing Company in Atlanta by Atlanta Business Journal. Company executives Jeff Pedowitz and Debbie Qaqish were voted into SLMA's Top 10 Most Influential People in Sales Lead Management. During 2011 alone, The Pedowitz Group added more than 180 new clients and has received seven client award winners.

Market Focus:

Like a direct sales model where incremental sales performance improvements among the mid- and lower-performing team members can yield significant returns, indirect sales channel performance also can be improved through better marketing and co-marketing effectiveness. Additionally, complex lead management processes and routing rules can be streamlined to provide faster, more efficient hand-off and better accountability of channel marketing initiatives and their impact on revenue results.

Company Specs:

- **Headquarters:** Alpharetta, Ga.
- **Inception:** 2007
- **Employee Count:** 50
- **Customer Count:** 900

The Pedowitz Group Case Study: TechTarget

To stay ahead of the competitive market, TechTarget, a consultative publisher, sought a new strategy to provide customers with effective resources to nurture leads. In an effort to effectively score and nurture prospects, TechTarget partnered with The Pedowitz Group to implement lead scoring best practices, as well as a strategy and tactical build out of scoring and nurturing campaigns.

By working first on a strategy and defined goals, TechTarget and the Pedowitz Group were able to focus on the projects that would drive real business change and revenue results.

Now, leads are delivered in a timely fashion, allowing clients to know which contacts are more interested and prime to purchase products. This strategy also ensures that leads are fresh and nurtured with relevant information.

TechTarget tracks each lead's research activity across its 100 sites and, when the lead starts exhibiting buying behavior on a specific topic, delivers that lead to the client. TechTarget also is able to communicate that information to their clients immediately, allowing them to provide leads further in the funnel with timely, useful and relevant information about a topic they're already researching.



Service Offerings:

Serino Channel Services offers joint vendor and channel lead generation programs. The consultancy also assists OEMs and vendors in developing channel plans and programs, from strategy to execution.

Special Focus:

In joint vendor/partner lead generation programs, measurement is essential. Serino Channel Services provides companies across sizes and geographies with best practices regarding lead generation tactics that are media-agnostic.

Customer Landscape:

Current customers include a selection from Fortune 50 IT vendors, as well as small-to-medium IT vendors, distributors, and IT channel companies of all sizes.

Performance Snapshot:

During 2011, Serinio Channel Services gained new industry-leading clients within the PC market segment, as well as within the channel and ISVs. Within the time, the company also presented at three international channel events in correspondence with Microsoft. The consultancy also began executing its best practice strategy for joint vendor/channel lead generation via content syndication.

Market Focus:

Through its work with channel players, Serino Channel Services focuses on helping drive sales and pipeline performance with highly-measurable and comprehensive actions that feature the skills, features and most importantly, the channel network that surrounds a vendor and its technology.

Serino Channel Services Case Study: Continental Resources

Social media is a marketing tactic becoming more prevalent in the channel, especially as end-users focus more on outside resources to research solutions, rather than sales teams. Although Continental Resources, Inc. understood the value of social media, the technology service company was struggling to measure performance and evaluate results from specific campaigns.

Company Specs:

- **Headquarters:** Wakefield, Mass.
- **Inception:** 1993
- **Employee Count:** < 10
- **Annual Revenue:** \$1 – 5 million
- **Customer Count:** 10+

By partnering with Serino Channel Services, Continental Resources, Inc., was able to develop a consistent strategy and plan-to-action focused around social media and marketing activities. Within a three-month period, which was developed by scope and goals, budget, platforms utilized, process development and staff training, the company made the following advancements:

- Four LinkedIn accounts were established;
- Two Twitter accounts were built;
- One Facebook business page was rolled out;
- Affiliated accounts set up within company Email, Slideshare.net, and bit.ly; and
- Hootsuite was selected and launched as the consolidation tool enabling a single point of entry to affect all platforms.

During the entire process, Serino consultants worked with the company's marketing team and four department heads from Sales, Marketing, HR and Test Equipment to start posting in the social media accounts. Weekly, hour-long conference calls also were implemented to review social progress, address/solve issues, discuss results and confirm actions for the coming week. Training for LinkedIn, Twitter and HootSuite also took place to ensure staff members were knowledgeable in all platforms.

For the next two months, Serino Channel Services helped Continental Resources, Inc., create another Twitter account, plan for a community page module, and further train employees. The consultancy also provided a best practices guide across social sites, as well as tools to measure social engagement and success of campaigns.



Service Offerings

The SkyRocket Group provides outsourced marketing services for customers throughout North America and across market segments and company sizes. From start-ups to billion dollar conglomerates, the consultancy's marketing services can be customized to fit the unique needs of a variety of organizations.

SkyRocket Group acts as a virtual marketing department to those companies who do not have dedicated marketing personnel. For those organizations that do have marketing personnel, the company acts as specialists completing tasks that the marketing team may not have the time or expertise to handle.

Special Focus:

Since each of client has unique wants and needs, SkyRocket Group tailors objectives and initiatives based on the specific goals each company. The consultancy offers a potpourri of services ranging from graphic design and email marketing, to content creation and social media marketing. SkyRocket Group also provides resources and services to create and maintain a company's web site, and write case studies and white papers to help showcase a company's success stories, as well as highlight important topics within their industry.

Customer Landscape:

The SkyRocket Group focuses on providing marketing services to companies in the technology and healthcare industries. In the technology space, the organization has experience in servicing every part of the channel including the manufacturer, independent software vendor (ISV) and distributor. Clients range from \$1 million to \$1 billion in annual sales and are located throughout North America.

Performance Snapshot:

During 2011, 2011 SkyRocket Group grew by 30% in overall revenue and customer additions. The organization anticipates similar growth results in 2012 due to increased prospect interest and overall increases in its client base.

Company Specs:

- **Headquarters:** Erie, Penn.
- **Inception:** 2003
- **Annual Revenue:** Privately held

Market Focus:

As each year passes, the channel sees a new trend arise and everyone becomes focused on the next big thing. Last year wasn't any different: we saw a multitude of companies in the technology industry make a push towards mobility. With that same trend continuing in 2012, SkyRocket's focus has turned to content creation to help clients share their insights regarding the advantages of the channel's latest trend. As a result, case studies and white papers will both become important resources for many organizations as they strive to become leading industry sources. A case study can provide an analysis of a specific "case" where the installation of a company's product (i.e. mobility) and how it helped a business become more efficient in one way or another. A white paper can be a guide or report that explains the benefits and advantages of using a specific product. The content will allow a company to be seen as a thought leader in their industry.





Service Offerings:

Tech Global Partners (TGP) is a services organization focused on providing assistance to retailers and technology organizations within the retail industry. TGP was developed to provide a full spectrum of services, including strategy and technology consulting, technical services, solution assessment, software selection and project services for the integration, deployment and support of solutions.

Special Focus:

TGP is focused exclusively on the four segments within the retail industry:

General Retail: Specialty, discount, hardgoods and softgoods, department store, m-Commerce and e-Commerce;

Food Retail: Grocery and supermarket, petroleum and convenience, membership/club, multi-format;

Food Service: QSR (Quick Service Restaurant), fast casual and table service; and

Lodging and Hospitality: Resorts and hotels, casinos and gaming, stadiums and theme parks.

Customer Landscape:

TGP services two distinct groups of clients including end-user retailers and technology suppliers, with most of its clients based outside of the U.S. market.

Tech Global Partners is a consulting practice focused on technology providers. The organization works with early stage technology firms, as well as global technology providers.

Accuvia Consulting is the company's end-user consulting practice. Accuvia is a technology consulting organization servicing the retail, food service and hospitality industries. Accuvia provides unparalleled technology resources for companies worldwide, especially national tier 1 and 2 retailers.

Performance Snapshot:

TGP has continued to build its client list with new customer engagements every year following its inception. The company is optimistic regarding 2012 success, specifically due to the potential for new technology projects within the retail industry.

Company Specs:

- **Headquarters:** East Greenwich, R.I.
- **Inception:** 2007
- **Employee Count:** 10

Market Focus

TGP works with a variety of technology providers in the retail market, and finds avenues for partnerships based on the strategy of each particular company. The entire path to delivery is the market, including all of the necessary solutions and services essential to a retailer's requirements. These solutions may involve software and hardware partners, systems integrators to distribution, media and publications, research firms, and targeted marketing campaigns. The approach is driven by TGP's experience with retailers and based upon each company's business needs.

Tech Global Partners Strategy

TGP groups engagements into the following areas:

1. Retailer Technology Selection Projects;
2. U.S. Technology Supplier Projects; and
3. International Technology Supplier Projects.

For technology supplier projects, initial business review and market analysis may turn into a Go-to-Market Strategy engagement, to identify strategic alliances that would benefit the organization. Go-to-Market Strategies also may involve branding, marketing and business development to drive demand, as well as reaching new and existing markets for the solutions or services.

Clients may be entering new markets, geographies, or may be introducing new products or solutions. The development of a successful channel is an ecosystem that involves not only a sales channel, but strategic alliances, support and implementation partners, and influencers, consultants and analysts. Successful channel marketing means reaching the entire decision path to deliver value to the end-user.



Service Offerings:

TSL Marketing helps technology vendors and their channel partners generate and close verifiable sales pipeline. TSL provides integrated marketing campaigns that enable qualified lead generation, pipeline management and full closed-loop reporting to prove return-on-investment in co-marketing spend.

Tactics include:

- Senior level, multilingual telesales;
- Direct mail creative and fulfillment;
- Email and web marketing (including partner landing pages);
- Social media marketing;
- Lead management;
- Data mining;
- Marketing consulting workshops for partners;
- Closed-loop reporting;
- Guaranteed lead rates; and
- Partner recruitment and profiling.

Special Focus:

TSL Marketing has a primary focus of generating verifiable sales pipeline activity for channel partners. Among its audience, TSL Marketing hones in on emerging markets in the Middle East, Africa, India and ASEAN.

Customer Landscape:

TSL Marketing's roster of worldwide clients includes vendors, such as IBM, SAP, Oracle, Avaya, Juniper, Infor to VARs like Arrow and Ingram Micro.

Performance Snapshot:

Growth markets such as MENA and ASEAN continue to be very successful and lucrative markets for TSL Marketing. In fact, the company is quickly becoming a leading standard for vendors seeking a channel marketing agency in these regions. During 2011, TSL's worldwide revenue increased 15%. Based on these results, the company anticipates these rates to grow an additional 20% through 2012.

Company Specs:

- **Headquarters:** Boston, Mass. (EMEA HQ: Dublin, Ireland ; APAC HQ: Singapore)
- **Inception:** 1999
- **Employee Count:** 310

Market Focus:

TSL's main market is North America, but fastest growing markets are Middle East, ASEAN and India. TSL acknowledges that vendors in these emerging markets are demanding stricter ROI from partners within their regions. This is driving a more mature go-to-market approach for co-marketing campaigns.

With cloud computing dramatically changing vendors' ecosystems, there is increased demand for TSL's systematic partner recruitment services on a global scale.

TSL Marketing Case Study: Illumiti

Illumiti, a leading provider of SAP Systems Integration and Management Consulting in the U.S., was seeking an effective marketing campaign to acquire new customers for its SAP All-in-One solution. The company wanted to develop highly qualified leads for its sales team and acquire a clean data list to aid in additional marketing campaigns. Moreover, Illumiti wanted to generate overall awareness of SAP's All-in-One solution.

TSL developed a go-to-market message that spotlighted Illumiti's unique technology. By implementing TSL's Guaranteed Lead Generation Program, the company was able to increase lead quality by altering its overall definition of sales opportunities. TSL also provided consistent status updates and reporting in line with SAP's requirements.

Results included:

- 15 MGO were generated by TSL and entered into SAP PartnerEdge database;
- 19 Future Opportunities were added to sales pipeline to be further nurtured by TSL; and
- 181 new contacts and decision makers were added for future marketing efforts.

Channel Marketer Report

Channel Marketer Report is an online publishing network for channel marketers and executives, with content focused on the latest solutions, trends and strategies to help vendors, resellers and distributors optimize marketing, both to and through partner networks. Tapping into the power of the Web 2.0 environment, the Channel Marketer Report network is made up of a **monthly e-newsletter**, podcasts and **video** interviews, **special reports**, web seminars, and a content-rich web site at www.channelmarketerreport.com

