

CASE STUDY

Partner Engagement

Driving Sales Channel Development for a Leading Industrial End-to-End IoT Platform

RESEARCH | ENGAGE | BUILD

1 BACKGROUND

The client is a leading IoT platform provider with strong traction in North America and Europe. Their goal is to expand into Asia, the Middle East, and Africa via a network of vertical-oriented channel partners who provide deep market expertise.

The client did not have sufficient resources to expand their network of system integrators (SIs), original equipment manufacturers (OEMs), and independent software vendors (ISVs) in these markets. They required a partner with a deep network and expertise in partnership development.

2 OBJECTIVES

Identify small-medium sized channel partners with strong local sales presence and industry knowhow.

Become the preferred IoT platform for channel partners with strong insight into specific market verticals.

Assess partner needs in order to better define partnership contracts and coordination models.

3 SCOPE

Stakeholders: COO, CTO, VP Product Development, VP Strategy, VP Services

Geography: Asia, the Middle East, Africa

Target Partners: SIs, OEMs, and ISVs, SIs with 100+ employees

IoT ONE developed a campaign to identify and engage more than 250 prioritized partners.

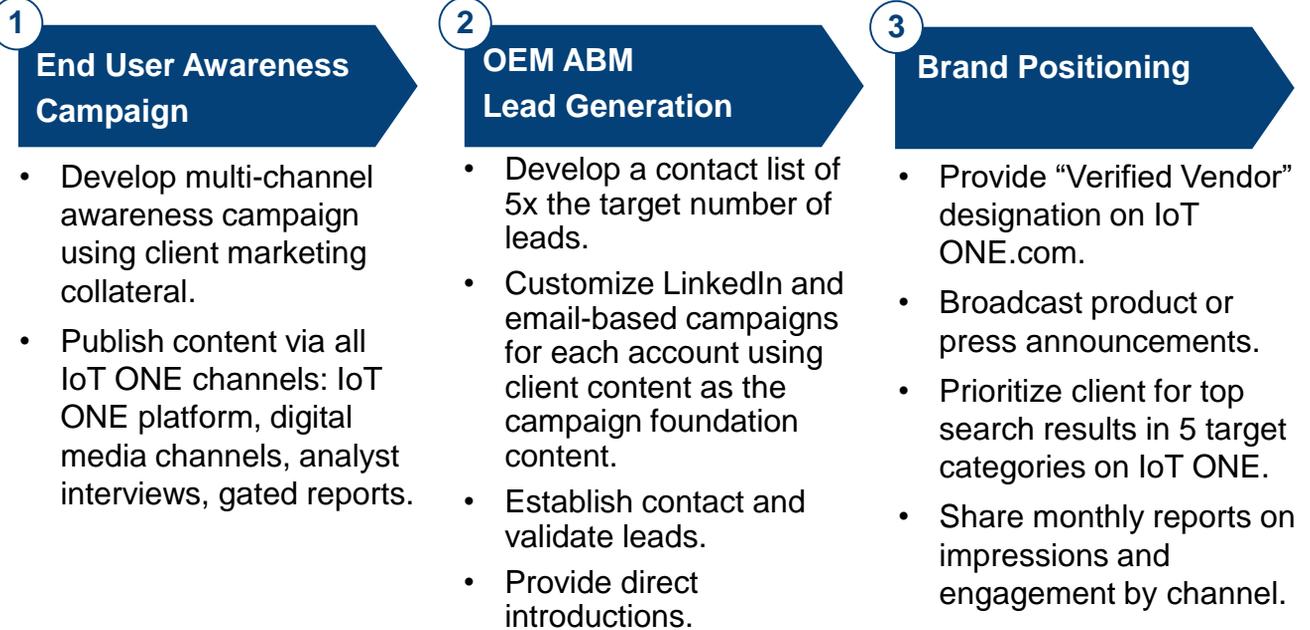
4 SOLUTION

IoT ONE executed a digital account-based marketing campaign to generate enquiries and leads to develop the partner funnel. The campaign also enabled the client to maintain top of mind awareness for both end users and potential partners.

Through rigorous data analysis and user tracking, IoT ONE is able to customize messages to target focused groups by geography, industry, and job function. Client marketing messages and branded materials were pushed out through established digital channels to reach target groups. The materials used were a mix of client's existing marketing materials, and content produced by IoT ONE for the client.

5 PROCESS

Three work streams helped the client to establish top of mind awareness and grow their partnership funnel.



6 RESULTS

- ✓ 180,000+ impressions generated on client-branded content.
- ✓ 5,000+ clicks on content marketing materials.
- ✓ 250+ validated OEM partner enquiries generated.