



FOR AVNET, TCC IS THE SALES PROGRAM THAT SELLS ITSELF

In the world of marketing and sales, simpler is better. Avnet Technology Solutions—one of the world's largest value-added distributors of enterprise networking and computer equipment—learned this the hard way. From 2003-2005, its HP group offered an e-newsletter to its reseller partners, but it proved difficult for Avnet to create and for its resellers to use.

According to Kristen Young, marketing project leader for Avnet Technology Solutions, “I had to have an HP product manager give me content ideas, then I would hire a copywriter to create the articles and have a design firm put it together. The resellers in the program were asked to write an article on their own behalf to be included in the e-newsletter. But some of these resellers are small organizations that lack the resources to do that on a regular basis.”

TCC is a total solution

Then Avnet was introduced to IMN's Total Channel Communications™ (TCC) program. TCC is an Internet-based service that makes it easy for them to offer a high-quality e-newsletter to their resellers; who can then brand the piece by adding their own logo and contact information.

“I appreciate the fact that IMN manages the mailing lists, sends out the issues and compiles comprehensive reports on reader responses within 24 hours,” says Kristen. “These reports uncover strong leads that our partners can pursue. With TCC, all I have to do is collect the HP content and get approval to use it. Once uploaded into the tool, the content automatically flows into a template so our partners don't have to do much more than wait for the reports to arrive. It is a very simple and streamlined process.”

At very little cost per e-newsletter edition, TCC offers an attractive return on investment for Avnet's resellers. In just six months, one of Avnet's partners was able to close a deal worth more than \$600,000 through the TCC program.

Raising their profile

Avnet Technology Solutions continues to refine the new e-newsletter, called MarketLink, by adding useful features like a “Request a Meeting” button. “Resellers can't easily design,

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write and distribute e-newsletters by themselves. TCC makes it easy to create a quality e-newsletter and their reports provide critical information on which readers represent the hottest leads to our resellers.”

This coming year, Avnet is celebrating its 30th anniversary as an HP partner, and while HP isn't involved in developing *MarketLink*, its growing adoption and track record make it a compelling way for Avnet Technology Solutions to raise its profile with HP and demonstrate their value as a partner. “We are always looking to raise the bar,” says Kristen. “TCC is one way we distinguish ourselves from HP's other distribution partners.”

About IMN

IMN specializes in e-communications services for sales and distribution networks, enabling technology companies to support their reseller organizations with multi-media capable e-mail and e-newsletters, which are designed to drive measurable brand impact and product visibility for the technology company, as well as leads and sales for the reseller. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing resellers from the need to create content. IMN serves customers worldwide and is headquartered in Waltham, MA. Additional information can be found at www.imninc.com or by calling 1-866-964-NEWS.