

“TCC HAS BEEN AN UNBELIEVABLE SUCCESS FOR OUR PARTNERS. THE ROI IS UNSURPASSED. YOU CAN SEE WHY PARTNERS ARE HOPPING ON THE IMN BANDWAGON.”

**- JENNIFER WALSH,
CHANNEL MARKETING
MANAGER FOR SAP
AMERICA, INC.**

SUCCESS IS ON TAP FOR SAP® BUSINESS ONE CHANNEL PARTNERS WITH IMN TOTAL CHANNEL COMMUNICATIONS™

Leading business software providers like SAP America, Inc. rely heavily on their partner channel to penetrate local and regional markets. Obviously, they want to help their partners sell more products, but there are several needs they have to address. First, partners need compelling communications vehicles with consistent product messaging. They also need a way to identify hot leads and to stay in front of prospects so when the prospect is ready to buy, they can easily reach out to the partner.

That's a tall order for a marketing program, but SAP found the solution it was looking for with IMN's Total Channel Communications (TCC) service. With this service, SAP uses IMN's advanced content management capabilities to upload articles, white papers and other pre-created content into a content library. The content is then automatically flowed into e-newsletters co-branded with SAP's and the partners' branding. The partner simply provides its subscriber list and may add an article if desired and IMN then sends the e-newsletter. IMN Total Channel Communications enables SAP to provide its partners with an efficient and effective e-communications tool for maintaining close relationships with prospects and customers. In addition, detailed analytics track reader behavior and make it easy for channel partners to identify hot prospects.

According to Jennifer Walsh, channel marketing manager for SAP America, Inc., “We want our partners to spend their time closing business while enabling them to identify and nurture good leads without a lot of time, effort and expense on their part. What makes TCC such a great fit for SAP channel partners that are reselling the SAP® Business solution is that it's a prescriptive, turnkey program. It practically runs on its own, and it is designed for small companies (like our partners) that have limited time and money but still demand results.

“I think TCC is a great solution,” Walsh continues. “Open rates are strong and we're very happy with the results.”

An Efficient and Effective Nurturing Program

Before Walsh learned about IMN's TCC program, she'd cobbled together a short-term solution to make existing e-newsletter content available to SAP channel partners reselling SAP Business One.

“It's rare for a partner to have an effective nurturing program in place - a program that stimulates dormant leads to take

action,” says Walsh. “Many partners just don’t have the skills or resources to nurture leads effectively. We wanted to give them something, but our first attempt at providing e-newsletter content was very limited. The content was good, but the process was kludgy, to say the least. We couldn’t even send our partners lists of their prospects who opted out! They had no control.”

When SAP learned about TCC’s capabilities, “It was an absolute no-brainer,” says Walsh. In three weeks, content was assembled and 14 partners were lined up to participate in the pilot. Partners could now co-brand the e-newsletter with their contact information and logo. IMN took care of mailing-list management and e-newsletter distribution. Partners even received reports on bounces, reader interests and meeting requests within 24 hours.

“Our partners see detailed reports that reflect the activity of contacts on their mailing lists,” says Walsh. “And as the vendor, IMN sends us consolidated reports that highlight aggregated results so we can see what content is working and what isn’t.”

Helping partners sell

Ultimately, the proof of the pudding is in sales, and a number of SAP channel partners can attribute renewed business opportunities and sales to the TCC program. Pipelines are growing and the partner community is catching on. The number of participating partners has nearly doubled to 26.

“TCC has been an unbelievable success for our partners,” Walsh continues. “They get good content, an efficient process and hot leads handed to them a day after each issue lands. The ROI is unsurpassed. You can see why partners are hopping on the IMN bandwagon.”

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