

# BETTER CHANNEL MARKETING AND SALES

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Supercharge your partner operations and grow your revenue.



# POWERFUL MARKETING SOLUTIONS WORLDWIDE

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We support breakthrough channel performance with integrated channel services and solutions, because our sole focus is helping technology vendors plan, grow, measure, enable, and manage their IT channel.

Onboard CRM offers end-to-end support for marketing, sales and service processes across key touch points in the technology sales cycle. We enhance communication, drive demand and boost engagement. We know the territory, have knowledge, ideas and track record to help you succeed.

Our teams leverage sophisticated and scalable technology to help your partners succeed with the best lead nurturing programs, designed specifically for the needs of your partner ecosystem.

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## COLLABORATION

We achieve organic growth by invigorating and increasing customer base, improving productivity and finding new channels of distribution.

## INDUSTRY EXPERIENCE

We create marketing programs aligned with unique business needs and objectives.

## SUPERCHARGED SOLUTIONS

We leverage the latest technologies and best practices to accelerate sales and gain competitive advantage.

## AGILITY

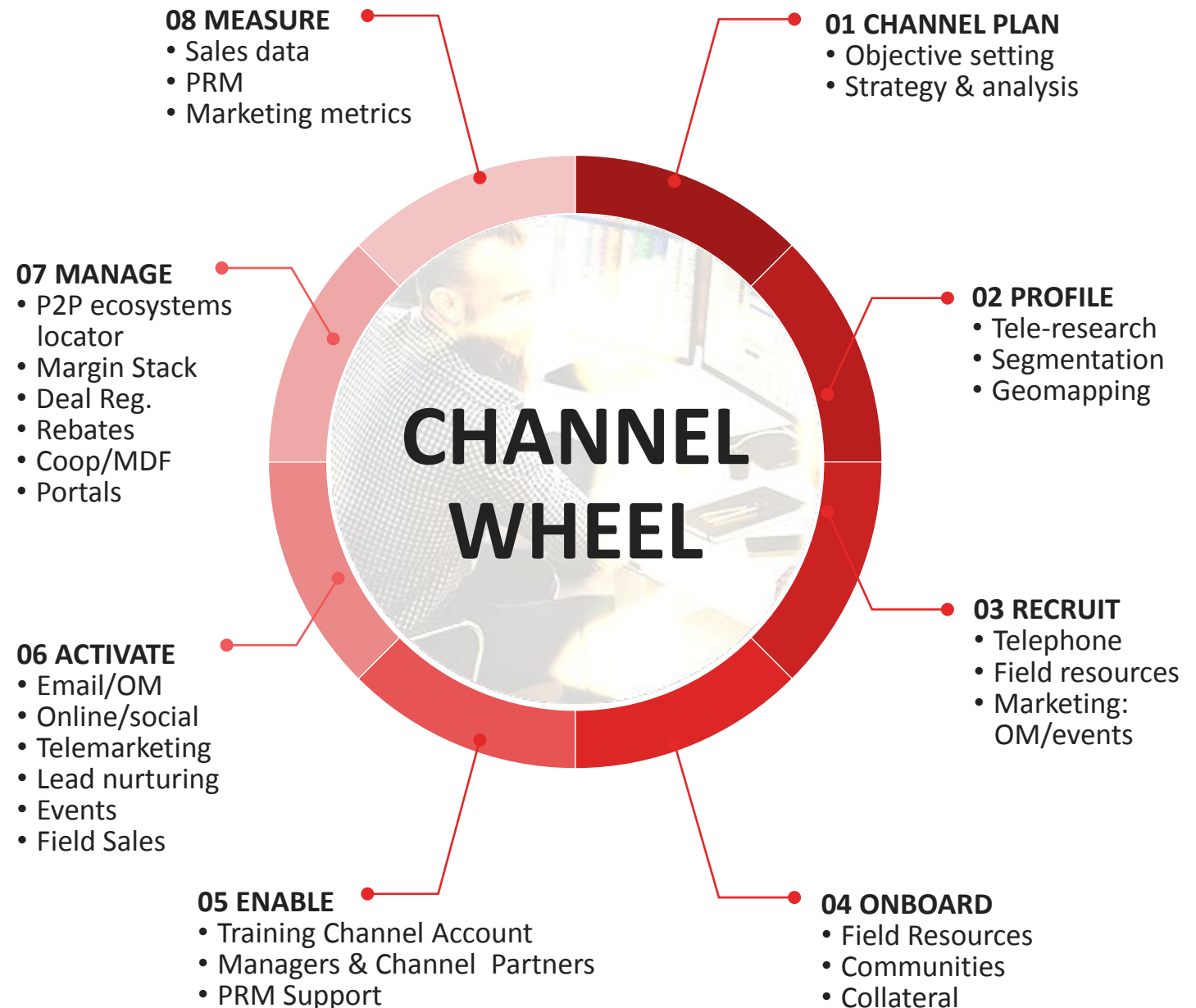
We design nimble channel operations to respond faster to new opportunities.

## GLOBAL PRESENCE

We work worldwide with local connections, at social speed and custom.

## RELIABILITY

We are fully compliant with ISO 9001 quality standards, assuring that our processes and operations meet procurement standards requirements.



# MOVE CHANNEL PARTNERS TO THE CLOUD

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# WE EMPOWER CHANNEL SALES PERFORMANCE AND DRIVE INCREMENTAL RESULTS

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YOU'VE TRANSITIONED TO THE CLOUD BUT YOUR PARTNERS ARE HALF WAY?

## A HOLISTIC SOLUTION

We have extensive experience in global channel sales, supporting vendors and partners through all kinds of market conditions. With innovative custom solutions and tailored service offerings, we can help businesses and their channel partners make an effective transition to cloud eco-systems.

- comprehensive partner audit
- thorough onboarding support
- new cloud strategy
- freshly designed partner programs
- proactive management

## BENEFITS

- **Expand your business.** Acquire new partners and shorten the sales cycle.
- **Capture new customers.** Grow market share and build cloud pipeline.
- **Lower costs.** Streamline sales processes and create a cost efficient channel sales model.
- **Implement global programs.** Help partners utilize marketing funds.

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FINANCIAL, OPERATIONAL AND BUSINESS MODEL ADAPTATION THROUGH THE CHANNEL

# PARTNER RECRUITMENT & ENABLEMENT

WE IDENTIFY AND GUIDE PROFITABLE PARTNERS AND INVIGORATE UNDERPERFORMERS

IN A DYNAMIC ENVIRONMENT CHANNEL SALES CALL FOR CONTINUOUS REDESIGN OF COMMUNICATION AND RECRUITMENT STRATEGIES. PARTNER RELATIONSHIPS ARE AS COMPLEX AS CUSTOMER RELATIONSHIPS AND WE PAY ATTENTION TO BOTH.

## OUR SOLUTION

Recruiting and motivating the right channel partners is critical to running a successful channel program. Leveraging our experience in partner recruitment, we can help you successfully repackage, refine and redefine your commercial value proposition to attract and foster the most productive relationships.

- Sieve through a fragmented field of MSPs, Value Added Resellers and System Integrators.
- Execute a comprehensive channel recruitment
- Secure partner success
- Monitor and improve channel performance

## BENEFITS

- **Strategy.** We work with you to understand and upgrade your partner recruitment strategy, program objectives and revenue goals.
- **Profiling.** Recruiting partners is not difficult—but finding the right partners is. Onboard provides the proper market segmentation to make sure that we are focusing on recruiting the right partners, with the right client focus, expertise and budget to ensure a successful relationship.
- **Metrics.** With our real-time reporting you always know the status of your program—including recruitment details, onboarding and pipeline potential.

“The Onboard team has a deep understanding of the specific challenges that technology vendors, distributors and resellers face—and they have the experience and strategic vision to help them thrive.”

VP GLOBAL SALES - LEADING IT MANUFACTURER

# LEAD GENERATION

DON'T MISS OUT ON SALES OPPORTUNITIES. IS YOUR CHANNEL GETTING LEADS?

## THE CHALLENGE

Vendors often fail to pass useable leads to their partners. Less than 20% of partners get vendor marketing support. More than 45% wished they had more vendor support for targeting and opening new markets. The take-away: channel partners need and want stronger, more focused and results-driven channel support, sales-ready leads that can be deal-registered.

## HOW WE GENERATE AND MANAGE CHANNEL LEADS

We analyze the value proposition.

Our in-house technology teams—security, storage, virtualization, CRM, ERP and cloud—and brief them on your products and target markets. Together, we develop detailed and thoroughly tested lead-generation scripts.

Then we hit the phones and launch your program. As we develop leads, each one is quality checked, scored and delivered with complete and detailed information

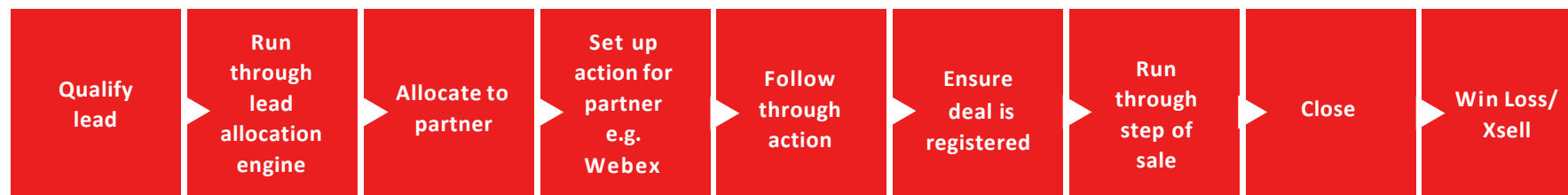
on the opportunity for your partner. Lastly, we provide a detailed debriefing on our development process, including our recommendations for next steps. We also list the common objections we heard and how we neutralized them. It's a road map for the future.

## THE ONBOARD BENEFITS

- **Get proven results.** Our process produces thoroughly vetted, sales-ready leads for the channel.
- **Gain insights.** We analyze your lead generation process and outline improvements.
- **See documented results.** We track and record everything—and report the outcome of every lead.

Our system works. That's why some of the world's most successful enterprises choose Onboard to fill up the partner pipeline, including Alcatel-Lucent, Cisco, Citrix, IBM, Kaspersky Lab, Level 3, Toshiba, VMware, and more. We invite you to join them.

### PROCESS SUMMARY



ALERT WHEN LEAD IS STUCK

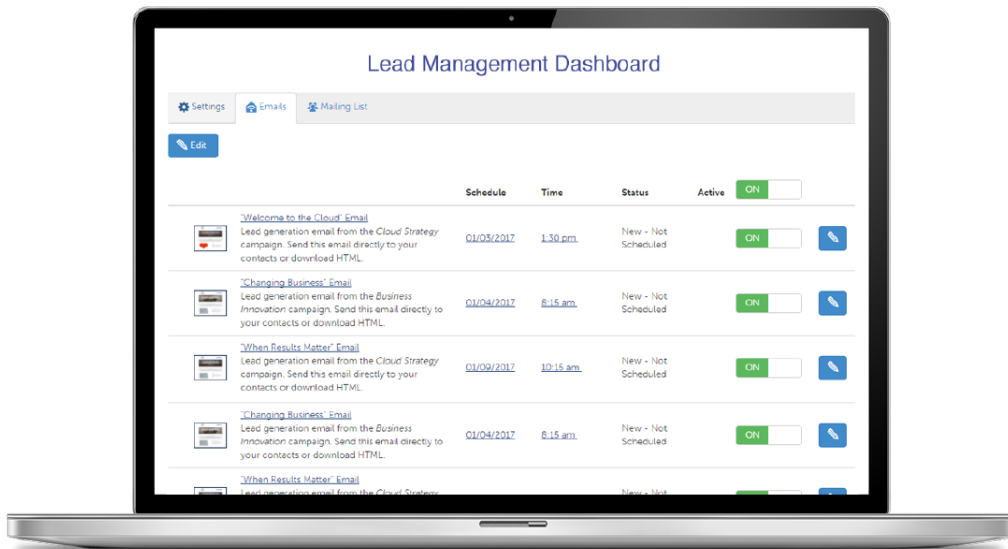
# MANAGE LEADS AND INCREASE CONVERSIONS

WE'LL HELP YOU FIND THE NEW CUSTOMERS YOU NEED, AUTOMATICALLY

Support partners with best-in-class lead-management programs, and get the most out of your partner marketing activities.

With StructuredWeb Lead Management you can provide partners with proven lead-capture tools to generate more qualified leads:

- Automate nurturing programs that turn warm leads into opportunities.
- Pre-qualify leads to make sure they get the attention they deserve.
- Increase conversion rates with automated lead alerts.
- Help close more deals and expand your revenue.



## CAPTURE

Provide partners with effective lead capture tools to generate more qualified leads.

## NURTURE

Automate nurturing programs that turn warm captured leads into opportunities.

## SCORE

Qualify and score leads to make sure they get the attention they deserve.

## CONVERT

Send detailed and timely lead alerts to partners' sales teams, so more leads can be converted to sales.

# CHANNEL MARKETING CONCIERGE

PARTNERS DON'T CARE HOW YOUR SYSTEM IS SET UP. THEY NEED TIMELY AND EFFECTIVE SUPPORT.

## THE CHALLENGE

Many channel partners don't have the time, skills, in-house resources and management bandwidth to create effective marketing materials and campaigns. At the same time, they're not efficiently using vendor programs or spending all of their available co-op funds.

## THE ONBOARD SOLUTION

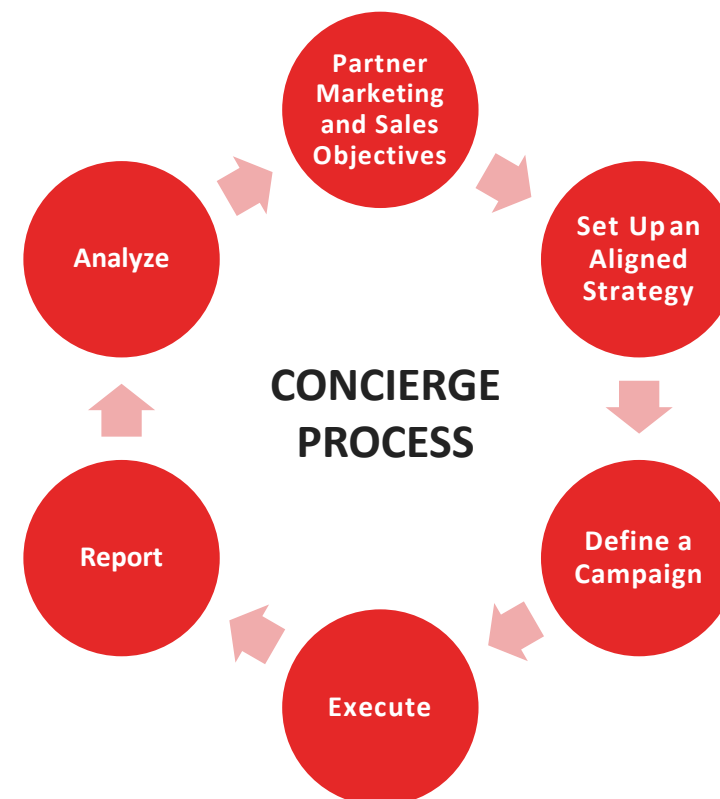
The dedicated channel concierge is an experienced marketing professional focused on delivering fast, efficient and effective marketing support for your channel partners.

The CMC provides the personalized, customized marketing support your partners need. Whether it's co-branded presentations, marketing collateral or technical datasheets, the CMC supplies them. This way, the resellers get the co-op and marketing development funds needed to effectively promote products and win deals.

## THE ONBOARD BENEFITS

- Streamlined reseller support.
- Increased revenue.
- Improved loyalty.
- Gain efficiencies and measure ROI.

INCREASE THE UTILISATION AND SUCCESS OF CO-MARKETING PROGRAMS



# PARTNER MARKETING AGENCY

WE MAXIMIZE CO-MARKETING SUCCESS.

When it comes to supporting channel partners, one size does not fit all. Meeting diverse partner needs is an overwhelming task for any vendor.

## CHANNEL SUPPORT ANY TIME, ANYWHERE, IN ANY LANGUAGE

Partners and resellers may not always have the skills needed to quickly shift operations and marketing processes. Likewise, vendors may not have the bandwidth or resources to provide partners with the professional marketing insights needed to efficiently drive sales.

## THE ONBOARD PARTNER MARKETING AGENCY SOLUTION

All inclusive co-marketing program that provides fast, easy, global channel marketing support with localized know how. Customized to meet the unique needs of diverse channel partners, our Partner Marketing Agency provides a fully-managed, trouble-free way of accelerating digital and direct sales marketing presence.

The Partner Marketing Agency offers virtually any kind of marketing support: telemarketing campaigns, marketing assets, LinkedIn and AdWords™, promotional items, and much more.

## THE ONBOARD BENEFITS

- **Accelerate sales.** Fully-managed, trouble-free way of optimizing digital and direct sales marketing presence.
- **Open for business 24/7.** Partner support around the clock.
- **Easy to use.** A self-service site that is intuitive and effective; no special training required.
- **Meet any need.** Versatile programs that provide any mix of services your combined with Channel Marketing Concierge to provide both self-service and personalized marketing assistance.

### MARKETING AUTOMATION DIGITAL PLATFORM

- On line 24x7 management, customization
- Contact/lead scoring
- Banners, widgets
- Web content syndication
- Reporting

### DEMAND GENERATION

- Database profiling
- Lead qualification
- Event follow-up
- Opportunity qualification/follow-up
- Market research
- Social campaign

### ADDITIONAL SERVICES

- Database governance
- Data enrichment
- Web design & development
- Direct Mail
- Brochure & collateral production
- Event Support

# PARTNER RELATIONSHIP MANAGEMENT

YOUR BUSINESS GROWTH IS ONLY AS SATISFACTORY AS YOUR PARTNER EXPERIENCE.

## THE PRIM PORTAL

Because today 75% of revenue in the tech industry comes through indirect sales IT vendors need to rely on solid, yet nimble PRM portals. No competitive company can make their figures without a channel strategy that delivers consistent growth.

The challenge is out there, mid-market clients are demanding and the market is as competitive as ever. To drive your channel's success means to be able to offer a state of the art customer journey to your partners, a journey that almost every time begins with the Partner Portal.

## THE ONBOARD SOLUTION

Onboard solves the challenge by partnering up with the leading SaaS based Partner Relationship Management system creator, Impartner. By implementing this award-winning turnkey PRM solution, Onboard is able to help customers manage the relationship with their partners from a single enterprise-class web portal that is user friendly, secure and flexible.

Partner onboarding, deal registration, co-branded lead generation, MDF management, CRM integration, pipeline management, reporting and analytics... its modular structure enables Impartner to tackle all the major needs of a strong channel program with the ability to cater to the specific needs of each customer.

We guarantee complete partner onboarding in 30 days. Enhanced by our exclusive concierge service you can get your new partner portal up and running in no time so that you can focus on what is important, building long-lasting relationships with trusted partners and generating incremental growth through the channel.

## THE ONBOARD BENEFITS

- Better result on channel investments
- Accountability and continuous improvement
- Innovation. Embrace the next generation of SaaS systems for the channel



86%

of partners are now making decisions on the vendors they are going to work with based on the Partner Portal

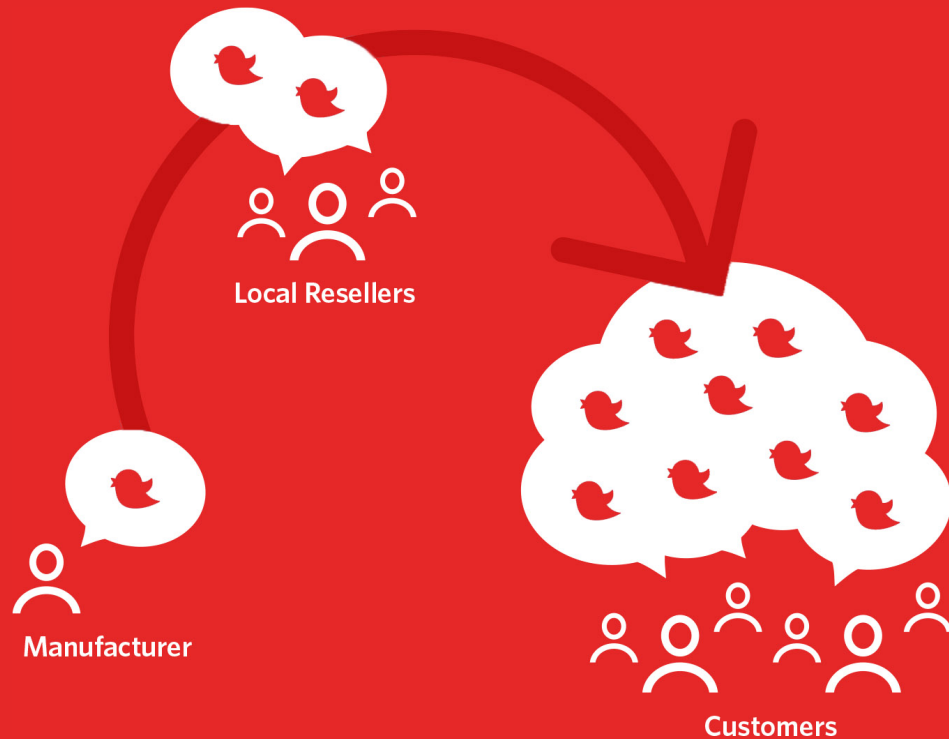
Data shows that companies with a commercially available SaaS PRM earn an average of **\$9 million** more a year in incremental channel revenue

# StructuredWeb CHANNEL

EASIER FOR PARTNERS. SMARTER FOR VENDORS



## TURN YOUR CHANNEL INTO A MARKETING MACHINE



ACCELERATE CONTENT SETUP AND LOCALIZATION



MANAGE LEADS AND INCREASE CONVERSIONS



BOOST PARTNER ENGAGEMENT



CAPTURE INSIGHTS AND OPTIMIZE MARKETING ROI

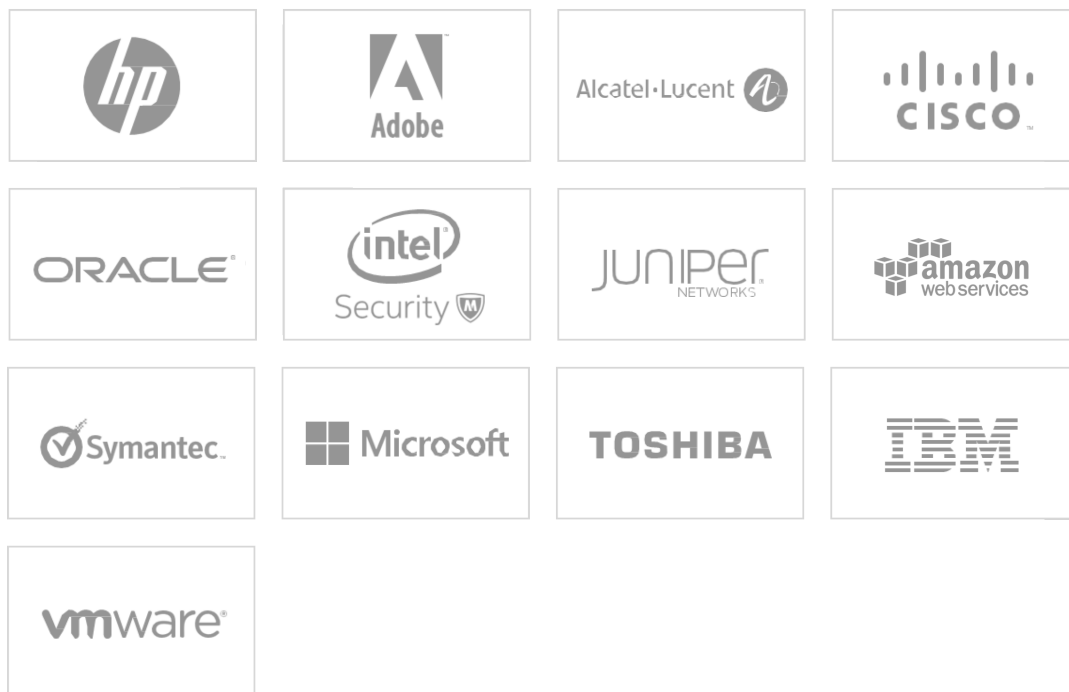


EXECUTE MULTI-TOUCH CAMPAIGNS

### THE ONBOARD BENEFITS

- **Marketing Concierge Services.** Onboard's Marketing Concierge Service takes an unparalleled approach to partner participation by empowering you to deploy campaigns on any given partner's (or groups of partners') behalf.
- **Drive demand.** Implement powerful marketing programs that help your partners generate leads and grow your channel pipeline.
- **Increase conversions.** Help your partners succeed with the best lead nurturing programs and get the most productivity from your partner marketing activities.
- **Optimize partner performance.** Aggregate data to analyze partner performance, optimize campaigns and maximize your marketing return on investment.

# WE SUPPORT



“The partner engagement and ability to drive marketing with StructuredWeb’s tools changed our partners attitude about marketing in general. We were able to reach ROI that is scalable and repeatable across different segments and markets.”

SENIOR DIRECTOR, GLOBAL PARTNER MARKETING, CISCO SYSTEMS

## StructuredWeb DELIVERS:

- ✓ Superior Partner Support
- ✓ Increased Marketing Engagement
- ✓ Maximized Channel Revenue
- ✓ Optimized Marketing ROI

30,000+

Over 30,000 resellers and channel partners are driving demand through our solutions

100

Over 100 Technology brands are promoted through our marketing automation technologies

## 17+ Years in Channel Marketing

Developing the best technologies and the best channel marketing strategies



A dedicated team of channel marketing advisors that is always there to help our customers

# EXECUTE MULTI-TOUCH MARKETING

18

WAYS  
WE  
DRIVE  
DEMAND

Direct  
Marketing



Email

Content  
Marketing



Webinars

Online  
Advertising



AdWords

Social  
Syndication



LinkedIn

Content  
Syndication



Microsites

Lead  
Management



Forms



Direct Mail



Events



Display



Twitter



Embedded Content  
& Product Catalogs



Trackable  
Number



Telemarketing



Video



Retargeting



Facebook



Documents



Nurturing



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