

THE CHANNEL MARKETER REPORT



# GUIDE

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TO AGENCIES AND CONSULTANCIES

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**Channel  
Marketer**  
Report



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## Channel Agencies & Consultancies: Your Superhero Sidekicks For Marketing & Sales Success

At *Channel Marketer Report*, our goal is to constantly keep a pulse on emerging and evolving marketing and sales tools and trends, and report on how these developments are impacting organizations that operate in channel networks.

One pain point is consistent among most organizations: vendors, brands and manufacturers still are struggling to provide partners with the marketing training, enablement and resources they need to succeed. In fact, it may seem like a task only suitable for superhuman beings that have constant tabs on the latest tools and developments regarding marketing and sales best practices.

Agencies and consultancies are optimal sources for organizations as they fight their way through the channel marketing universe, which is becoming more competitive than ever before. Acting as superhero sidekicks of sorts, agencies and consultancies help make the training and empowerment process easier for organizations, providing guidance and thought leadership on everything from content marketing, to lead generation and nurturing, social media, and more. As a result, partners and affiliates are equipped with robust toolboxes that will help them win end-user eyes and dollars in the ever-changing technology world that is becoming largely dependent on web-based tools and solutions.

We scoured the channel marketing universe to provide a hefty roster of experienced agencies and consultancies that can help organizations across verticals achieve marketing and sales success.

Following are 12 agencies and consultancies that have distinct expertise in channel operations, but have differing areas of focus. So, depending on the qualities you're seeking, we're confident you'll find a marketing/sales guru that will address your company's unique wants and needs.

We're thrilled to bring you *Channel Marketer Report's Guide To Agencies & Consultancies*, a resource we believe will be a solid starting point for building up — and maximizing — your partner marketing and sales strategies.



Best,

Senior Editor



### Service Offerings:

The 2112 Group provides channel consulting, research, training, strategic content and communications services. A team of industry experts approaches each engagement by applying innovative solutions customized to meet clients' needs. By taking a holistic look at the technology market from the view points of vendors, partners and end users, The 2112 Group is uniquely positioned to develop go-to-market strategies that are beneficial to all parties in the IT value chain.

### Special Focus:

A business strategy firm, The 2112 Group is focused on improving the performance of technology companies' direct and indirect channels through a portfolio of market-leading products and services. To advance channel engagement and operations, the company leverages proprietary intelligence with qualitative research, market analysis, tools and enablement programs. By providing guidance on growth aspirations, channel planning and strategic business development, 2112 partners with its clients to develop actionable best practices based on business- and revenue-driven goals.

### Customer Landscape:

The 2112 Group works with technology vendors, cloud service providers, distributors, large systems integrators, technology vendors, service providers and telecommunications companies. Products and services are geared toward the development and enablement of B2B channels. With a presence in Europe and Latin America, 2112 has an international footprint.

### Performance Snapshot:

Between 2011 and 2013, The 2112 Group grew 105%. In June 2014, 2112 expanded its partnership with Incisive Media, publisher of CRN UK, by licensing its media product — Channelnomics — to create a global channel network. Additionally, 2112 entered into a reseller agreement with VIRGO Publishing (Channel Partners magazine), enabling it to resell The 2112 Group's products and services to channel partners. The company continues to exceed growth milestones and is on pace to achieve 90% to 110% growth in the 2014 fiscal year.

### Company Specs:

- Headquarters: [Port Washington, NY](#)
- Founded: [2010](#)
- Employee Count: [10](#)
- Customer Count: [40+ accounts](#)

### Market Focus:

The 2112 Group covers a broad range of verticals across the technology industry, with expertise in telecom, security, networking, business applications, managed services, servers and PCs, cloud computing, compliance and disaster recovery. The company's proprietary research, relationships with channel and enterprise executives, and ability to interpret and translate intelligence into strategic plans to diverse segments of the channel community differentiate it against competitors.

### Trend Watch:

At first blush, the channel appears to be getting stronger — but it is experiencing fundamental shifts that will reshape the reseller, service provider and professional services landscapes. Real revenue is flat and showing signs of weakness. Profitability is low as a percentage of revenue and continues to decline. The increasing complexity of technology sales and services is elevating the barrier to entry; the number of new companies entering the market has declined by two thirds over the last decade. The 2112 Group is working with vendors, distributors and solution providers to map these changes, overcome challenges and capitalize on opportunities through new business models and performance-based metrics.



Global Channel Management

### Service Offerings:

Over the course of more than three decades, [CCI](#) has been refining its team's ability to take on the complex administrative, financial, and payment services support load for the world's largest and most innovative channel programs — more effectively, efficiently and inexpensively than clients can themselves. CCI strives to turn customers into world leaders in channel operational efficiency and partner engagement.

### Special Focus:

In addition to cloud software for MDF, rewards, joint planning and payments, CCI has a core focus on partner incentive program design and execution services, which include these key areas:

- **Program Design and Refinement:** Domestic or global, CCI's channel expertise and tools guide channel incentive program strategies, rollout execution, and ongoing program evaluation and evolution.
- **Program Administration:** CCI simplifies the challenges and time commitments of channel MDF, payment, claims and rewards program management by doing for its clients. Clients outsource their back office operations to CCI's highly trained staff so they can free up their own resources to focus on other strategic parts of the business.
- **Global Payments:** CCI meets worldwide needs by serving international partner bases more efficiently. From multi-currency and multi-lingual software to payment processing in any desired currency, CCI ensures consistent, accurate and timely global program operations, supported by a GAAP-audited financial infrastructure and international payment network that transports billions each year across borders, currencies and cultures.
- **Follow-the-Sun Partner Support:** From Singapore to Amsterdam to the U.S., CCI provides global support to both clients and partner personnel. Whether team members choose phone, email or live chat, the CCI staff is readily available to help clients when needed.

### Company Specs:

- Headquarters: [Novato, CA](#)
- Inception: [1983](#)
- Employee Count: [60](#)
- Customer Count: [32](#)

### Customer Landscape:

CCI works with Fortune 2000 companies with strong commitments to the indirect channel. Verticals of focus include high tech, manufacturing, telecommunications and green tech. The company's client roster includes substantial relationships with global players like Autodesk, Avaya, Brocade, Comcast, Cox Communications, EMC, Google, Motorola, Siemens, Sony, Verizon, VMware, Xerox and more.

### Performance Snapshot:

CCI has experienced double-digit revenue growth each of the last five years. And to top it off, 2014 has already proven to be the most successful sales year in the company's storied 30-year history.



## Service Offerings:

### "To" the Channel:

Whether companies seek an overall social media strategy, or need programs and training to enable solution providers to leverage these tools to find customers themselves, [Channel Maven](#) develops custom, hands-on programs using social media and new media tactics. Services include:

- Communication strategy and execution;
- Social media strategy;
- Partner experience, strategy and execution;
- Social media amplification; and
- On-site event communications/social media.

### "Through" the Channel:

Through-partner marketing is more important than ever. However, manufacturers still struggle with how to scale programs. Channel Maven Consulting helps vendors better enable partners with:

- One-2-One Partner Support™ - Channel Maven works One-2-One with partners to develop a marketing plan to help them with qualified leads that drive joint success.
- Campaigns In-a-Box™ - Vendors can help partners launch event promotions and marketing campaigns with their solutions' value-proposition as the centerpiece.
- Social Media Rally Station™ - At summit expos, vendors can secure professional headshots and marketing consultants to help partners optimize their online presence.
- Partner Marketing Roadmap™ - Partners receive easily digestible pieces of marketing information, given to them over time.

Education – While partners and internal teams know channel marketing is important, it's not always second nature. Channel Maven Consulting helps get channel account managers and partners to that next level with webinars, social media Rally Stations™, on-site speaking and partner marketing workshops.

## Company Specs:

- Headquarters: [Boulder, CO](#)
- Inception: [2009](#)
- Employee Count: [18](#)

## Special Focus:

Channel Maven Consulting focuses on Channel Marketing "To" partners and "Through" partners, as well as partner and internal team marketing education.

## Customer Landscape:

Channel Maven Consulting serves IT/Telecom Enterprise Manufacturers and their solution providers, if funded by the manufacturer.

## Performance Snapshot:

Channel Maven Consulting experienced 25% growth attributed to an expanding client base and popularity of multiple solutions. Most popular solutions include One-2-One Partner Support™, Social Media Rally Station™ and Social Media Amplification™ (managing corporate and executive profiles).

## Market Focus:

Channel Maven Consulting helps manufacturers better communicate to their partners and partners better communicate to their customers through vendors programs.

## Trend Watch:

Channel Maven Consulting has been having a lot of discussions about the Partner Experience, also known as the Partner Journey. When a partner comes to your portal, your marketing automation tool, or even just to sign up for your program, is their experience straightforward and intuitive, or are they expected to jump through hoops? The Channel Maven Consulting team also sees huge growth in partner marketing support like the company's One-2-One Partner Support™ engagements.



## Service Offerings:

[Gorilla Corporation ICT](#) is a worldwide provider of outsourced sales and marketing solutions that offers technology companies best practices in business strategy and tactics specific to channel.

Services include: Lead generation, channel and marketing strategies, outsourced field sales, development of international expansion strategies, Partner-to-Partner (P2P) Ecosystems and Government relationship management.

## Special Focus:

Utilizing a mixed model of field and inside sales resources, Gorilla Corp. helps organizations drive incremental sales across the channel.

## Customer Landscape:

Gorilla Corp. focuses on the IT channel, with outsourcing solutions tailored to incremental sales in Mid-Market, or the upper end of the SMB to lower enterprise. The company's particular focus is on supporting net new revenue, or by driving down the cost of sale in install base business.

## Performance Snapshot:

During 2014, Gorilla Corp. will be moving focusing more on North American markets to fully capture growth opportunities as businesses recover slowly from the depth of the economic downturn.

## Market Focus:

Findings from the **Channel Insights Market** study from Gorilla Corp. indicated that during 2012, there was massive growth in the cloud channel business, as well as storage and virtualization. The cloud channel business model, though, has proven to be challenging to both vendors and channel partners.

## Company Specs:

- Headquarters: **San Ramon, CA**
- Inception: **Gorilla Corporation is a diversified group of companies with global presence. The oldest company in the group dates back to 1992. Gorilla grows organically and by acquisition.**
- Employee Count: **155**
- Customer Count: **150 different IT vendors worldwide**

## Trend Watch:

Gorilla Corp. reports that there is an ongoing increase on push marketing through the channel for the solution selling space. This is reflected by the amount of MDF and contra business being pushed through the value channel.

Partners relatively are upbeat about seizing vendor support to increase their efficiency at driving business in midmarket especially.

There also is an increasing desire to have high-touch channel programs, rather than relying solely on portals and automated marketing.

Social marketing is of course constantly in demand. The space continues to evolve, as the power of the social media becomes more widely understood.



# hawkeye Channel

by Vistex

## Service Offerings:

[hawkeye Channel](#) provides sales and marketing solutions that drive revenue growth for enterprise marketers who sell through indirect channels. Using a comprehensive range of software and services, hawkeye Channel helps clients design, manage and optimize indirect sales channel effectiveness on a global scale. The software and services provided are tailored for each client to address their unique go-to-market needs:

- The robust channelConduit platform manages all programs through a common interface.
- Managed Services provided by a global office network with localized client service, program administration and follow-the-sun partner support.
- The channel engagement strategies and best practices recommended by the hawkeye Channel Strategic Services Group are the direct result of the company's extensive experience with leading channel marketers.

## Special Focus:

The hawkeye Channel solution focus covers the following areas:

- **Marketing Enablement:** hawkeye Channel enables clients to deploy a global MDF program with multilingual and multi-currency capabilities built upon solid analytics and supported by a world-class platform. The platform includes a combination of MDF, Campaign Marketplace, Joint Marketing Planning and Channel Payments, giving channel marketers the robust toolset they need to enable their partners to market their products and services effectively on a global scale — while accommodating unique regional and local needs.
- **Incentives:** hawkeye Channel's incentive solutions earn long-term partner loyalty and increase sales through targeted, personalized rewards that inspire partner sales teams to engage in profitable behaviors. Individual rewards, company-level rebates and an impressive catalog of redemption options (merchandise, travel, reward cards, downloadable items), tailored to partners' interests, compel action and sales.

## Company Specs:

- Headquarters: **Seattle, WA**
- Inception: **1996**
- Employee Count: **250+**
- Annual Revenue: **\$200 million**
- Customer Count: **200+**

## • Strategic Services & Analytics:

hawkeye Channel's Strategic Services & Analytics will help clients improve the effectiveness and efficiency of their sales and marketing programs. Experienced strategists work with the vendor to identify the right plan and develop a clear, actionable roadmap to reach their business objectives, using benchmarking, analytics and data-driven decision-making.

## Customer Landscape:

Clients include Fortune 500 organizations from a variety of industries such as technology, telecommunications, consumer electronics and manufacturing.

## Performance Snapshot:

hawkeye Channel has traditionally experienced double-digit growth rates. Now, as a member of the Vistex family due to the recent acquisition, the company is expecting growth to accelerate through broader product offerings and a stronger global presence.



## Market Focus:

hawkeye Channel provides strategic consulting engagements in the following areas:

- **Program assessments and benchmarking:**

hawkeye Channel assesses channel strategy and partner programs against best-in-class tactics. Clients receive actionable recommendations to gain a competitive edge.

- **Partner coverage and capacity planning:**

How many and what type of channel partners do clients need to reach their go-to-market objectives? hawkeye Channel analyzes their current partners, identifying gaps in coverage, and recommends recruitment strategies for more effective partnerships.

- **Extending Salesforce.com CRM to provide full PRM functionality:**

hawkeye Channel manages complex channel programs on their CRM system. As a result, businesses have a single view of pipeline performance across direct and indirect channel sales.

- **Partner Account Management (PAM)**

**Training:** Improve partner engagement and program participation by training partner account managers to be better coaches with curriculums that are uniquely designed to help clients achieve channel objectives efficiently.

## Trend Watch:

There is a “perfect storm” of change brought on by economic challenges, technology shifts (Cloud, mobile, etc.), and business transformation (from a product, transaction-based business model to a services-based, recurring revenue model). This high rate of change in such a short span of time has caused reseller attrition and consolidation.

Channel marketers are trying to increase mindshare with high-opportunity partners, as well as recruit new partners who will be successful in this new economy. This is driving intense competition among channel marketers for high-quality partners. At the same time, budgets are not increasing, forcing them to be smarter about how they attract new partners, and grow their existing partner base without simply throwing more money at them. hawkeye Channel has gone to great lengths to stay ahead of this curve and to recommend best practice to drive partner engagement without increasing budgets.



### Service Offerings:

When you focus on consistent programs, you can position your company better than competitors with similar offerings. That's a proven fact. Moving a partner from a reseller model to "solution practice" leads them on a path to huge benefits, including:

- Larger deal sizes from packaged solutions that focus on business outcomes;
- Greater differentiation from competitors who are still pushing products; and
- A more sustainable business model driven by customers who view your partners as strategic advisors.

[Launch International](#) is a strategy and services firm that helps companies build and execute high-performance, integrated marketing and sales enablement programs.

With more than 20 years serving indirect sales organizations with sales enablement, marketing and partner development content, Launch International has witnessed the channel's evolution from being an alternate, incremental source of revenue to a strategic and demanding growth opportunity for most vendors.

### Customer Landscape:

Launch International is dedicated to helping B2B organizations (technology, healthcare, financial services, etc.) with complex sales cycles. Clients represent the entire value chain: Corporate, alliance, channel and vertical marketing organizations in hardware and software vendors, as well as cloud and managed services providers, distributors, ISVs, and resellers.

### Company Specs:

- Headquarters: [Doylestown, PA](#)
- Inception: [1992](#)
- Employee Count: [20+](#)
- Customer Count: [40+](#)

### Market Focus:

Launch International provides a best-practices approach to channel enablement and development, thought leadership and integrated demand generation.

Not only does Launch International help vendor organizations develop and roll out "channel-ready" tools, but the company also trains, serves and supports their internal marketing and sales enablement colleagues, as well as their reseller, distributor and alliance partners.

Launch International's just-in-time channel enablement program is designed to speed time to revenue and ROI on channel marketing investments.

### Trend Watch:

As buying continues to shift away from the IT buyer to the line of business, it's no wonder that there's a conversion gap\* between leads and sales versus traditional consumer marketing as channel organizations continue to sell features and functionality. More than ever, content must align to the needs of the business buyer, not to those of the technical buyer.

SiriusDecisions notes that integrating channel sales and marketing enablement with targeted, partner-led demand generation campaigns could lead to a three-fold return on channel marketing investments.

Launch International's "Inside Track" channel enablement program provides the go-to-channel strategy and blueprinting, sales enablement and marketing enablement tools and resources, and partner-customizable campaigns and customer assets that help maximize opportunities for partners and channel organizations.

\*Source: Marketing Advocate



## Service Offerings:

[LeadMD](#) helps businesses generate and manage leads through marketing automation processes and technology. With deep expertise in the Marketo and Salesforce platforms, and how to shape a strong working sales and marketing funnel, LeadMD develops, streamlines and maximizes 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 web site 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 on 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. The company also helps customers continue their data and content-driven marketing pipelines.

## Performance Snapshot:

As of 2014, LeadMD has completed Marketo implementations for more than 1,300 organizations. Client launch satisfaction rate is among the highest of any Marketo consultant firm. LeadMD's customer roster increased by 61% in 2013 and the company doubled in size in terms of revenue.

## Company Specs:

- Headquarters: [Scottsdale, AZ](#)
- Inception: [2011](#)
- Employee Count: [25](#)
- Annual Revenue: [\\$4.6 million](#)
- Customer Count: [1,300+](#)

## Market Focus:

LeadMD works with SMB and enterprise companies interested in smarter sales and marketing through technology like Marketo and Salesforce.

## Trend Watch:

LeadMD encourages customers to take a broader view of the sales and marketing landscape. Marketers need to envision demand generation, inbound marketing, lead nurturing, content creation and sales enablement as part of the same overall conversation. No one aspect of the buyer conversation is more important than others; they are all necessary to form a complete view of buyer needs and to meet those pains with a well-communicated solution.

Content management platforms are in the same place marketing automation was four years ago, so these platforms are going to have to adapt to provide that visibility across content and interaction. LeadMD is answering these trends in the space through an increased emphasis on data-informed content marketing, as evidenced through the company's partnership with content automation platform Kapost.



## Service Offerings:

parago simplifies channel engagement for greater ROI with industry-leading insights and flexible technology through channel incentives, marketing and partner relationship management.

parago strives to make channel incentives, marketing and loyalty simple with:

- Support for local, national and global programs;
- Worldwide reach into 130+ countries with 26 languages;
- Strategic insights and thought leadership;
- Platform flexibility that simplifies complex channel programs;
- In-house marketing and creative services;
- Dedicated account management teams; and
- Corporate offices in the U.S. and UK.

## Special Focus:

parago's focus is channel incentives, marketing and loyalty.

## Customer Landscape:

parago delivers channel incentives in 130 countries to more than two million participants worldwide. The company's client base covers most industries, including software, hardware, cloud service providers, appliances, durable goods manufacturers, and food and beverage, among others. Thirteen of parago's clients are Fortune 500 companies.

## Performance Snapshot:

parago has grown consistently, with a 15% year-over-year revenue growth from 2012 to 2013.

## Market Focus:

parago simplifies the complexities of channel management through application of better insights and implementation of flexible channel incentive and loyalty strategies.

## Company Specs:

- Headquarters: [Lewisville, TX](#)
- Inception: [1999](#)
- Employee Count: [350](#)
- Customer Count: [265](#)

Proprietary research and tools enable parago clients to:

- Easily launch channel incentive programs;
- Deliver compelling, relevant messages;
- Educate and train partners;
- Enable partner lead generation; and
- Deliver a single portal for MDF, channel rebates, partner incentives and more.

## Trend Watch:

As the channel gets more complex, clients are asking parago for additional managed services that use the company's flexible platform to simplify their channel management and incentive programs. Recent research from parago confirmed that:

- Most vendors are still managing incentives manually: parago prescribes transitioning to a flexible channel platform that can handle all program data and provide a total view into program performance with systemic management capability.
- The majority of vendors cannot implement complex incentives, even though they want to: parago recommends employing a channel platform that can handle flexible attributes and incent both sales and sales-driving behaviors, and looking for a provider that offers managed services, partner marketing and full reporting.
- There's a large gap between partner behavior strategies and successful execution: parago's solution begins with defining which sales-driving behaviors are most important, then targeting those behaviors with engaging messages and incentives tied to sales. Speed to execution is key to creating a powerful and effective program.



### Service Offerings:

[PartnerPath](#) is a partner development firm dedicated to helping companies elevate the impact of partnering and alliances throughout the organization. PartnerPath achieves this by effectively designing, implementing and automating channel and alliance models.

Clients entrust PartnerPath's holistic approach to formulate growth strategies, build route-to-market models, perform competitive benchmarks, design partner programs, facilitate partner advisory councils, and provide experts for channel management and program execution. PartnerPath PRM is a SaaS solution for partner Portals, Deal Registration, MDF Management, Enrollment and Contracts, Profiling, Training Paths, Directory and Forums.

### Special Focus:

PartnerPath specializes in partnerships and alliances, offering a wide range of channel development services to clients in any stage of partner maturity, including: Partner marketing strategy, partner co-marketing services, messaging and communications, staff augmentation and marketing automation.

### Customer Landscape:

PartnerPath works with organizations of all sizes and maturity in the clean tech, high tech and telecommunication spaces.

### Performance Snapshot:

PartnerPath is on track to grow revenues by 20% in consulting and implementation services, and 60% in automation solutions during 2014.

### Company Specs:

- Headquarters: [Mountain View, CA](#)
- Founded: [1998](#)
- Employee Count: [18](#)
- Customer Count: [100+](#)

### Market Focus:

PartnerPath helps companies of all sizes elevate the impact of their partners. The PartnerPath team has extensive cumulative experience in channels and alliances, and uses the wealth of subject matter expertise and analysis to help companies maximize their partnering ROI by honing their partner ecosystem management and sales/marketing automation, and by creating better alignment with partner goals and expectations.

### Trend Watch:

PartnerPath conducts and releases an annual [State Of Partnering Study](#). The trending topic for 2014 is partner profitability. Key takeaways touched on:

- The partner profitability formula: Opportunity and investment elements that result in the partners' ROI;
- Aligning your focus with partners' priorities;
- Optimizing the opportunity for partners to succeed;
- Examining partners' pain points and costs in doing business with you; and
- Program priorities for growing partner profitability for the vendor industry.



### Service Offerings:

The local marketing platform from [SproutLoud](#) provides automatic customization and deployment of brand created marketing materials through their channel partners. The platform powers multiple service types including Direct Mail, Vehicle Wraps, Outdoor Advertising, Media Buying, Collateral/POP, Premium Items email marketing, mobile web sites, landing pages, local search, pay-per-click advertising, review monitoring and social media.

### Special Focus:

Local Marketing Automation

### Customer Landscape:

SproutLoud serves brands/manufacturers that sell through networks of resellers, dealers, retailers, franchisees, VARs and affiliates. Primary verticals include software, manufacturing, healthcare, travel, franchise, insurance/financial services, and home services.

### Performance Snapshot:

SproutLoud passed the \$20 million mark in 2013 and added a new office in Latin America. With the addition of nearly 20 clients in 2013, including some in the Fortune 200, SproutLoud continues to increase investment in its technology platform and predicts strong year-over-year growth for 2014.

### Market Focus:

SproutLoud's market focus is Local Marketing Automation, providing marketing services and tools that enable local business marketers to access the materials they need in the media of their choice, customize them and reach their target audience with brand-controlled messaging.

The platform aggregates best-in-class Marketing Service Partners to power the most comprehensive local marketing solutions available for channel partners. Brands gain control over highly fragmented or indirect sales channels to ensure brand compliance, improve speed to market, automate local marketing and co-op / MDF administration, and gain new insights into local marketing response via robust reporting.

### Company Specs:

- Headquarters: [Sunrise, FL](#)
- Founded: [2005](#)
- Employee Count: [89](#)
- Annual Revenue: [\\$20 million](#)
- Customer Count: [100+](#)

### Trend Watch:

Brands and manufacturers want to remove the ambiguity from partner marketing. The dominate practice of "facilitating marketing" for local partners will give way to "automating marketing" for partners because brands don't want to rely on schemes to motivate partners to market when they can just execute it on their behalf.

SproutLoud is keeping pace with the most flexible co-op funds management tool available that unifies funds disbursement and turnkey marketing, full integration of best-of-breed Marketing Services Partners powering the SproutLoud platform, and a relentless focus on marketing automation that launches for partners at the press of a button.



## Service Offerings:

The Pedowitz Group is a Revenue Marketing Agency focused on helping organizations connect their marketing investments to a revenue outcome, a process called Revenue Marketing Transformation™.

## Special Focus:

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

In 2010, TPG coined the term Revenue Marketer™ and has defined the space, established the know-how, and proven the difference. The team is made up of Revenue Marketers with expertise in demand generation, conversion and retention, nurturing, analytics, content marketing, CRM, and marketing automation technologies.

All Revenue Marketing services are focused on delivering positive contributions to the revenue funnel, resulting in improved conversion rates and greater return on investment in marketing and sales, people, process, programs and technologies.

The Revenue Marketing team has developed proven best practices that deliver campaign results, bringing industry-leading thought leadership, insights and innovation to our clients.

## Customer Landscape:

The Pedowitz Group's primary focus is on enterprise B2B organizations within the technology and manufacturing markets. Clients include: American Express, Cisco, CommScope, GE, and Genpact, among others.

## Company Specs:

- Headquarters: [Milton, GA](#)
- Founded: [2007](#)
- Employee Count: [57](#)
- Customer Count: [1,100+](#)

## Performance Snapshot:

The Pedowitz Group is an [Inc. 500 company](#) and full-service Revenue Marketing Agency. A two-time Pacesetter winner, The Pedowitz Group helps global clients transform their marketing organizations from cost centers to revenue centers by assessing and optimizing six controls: Strategy, people, process, technology, content and results. As the authority on Revenue Marketing Transformation™, the company has helped more than 1,100 clients begin the journey to driving predictable, repeatable and scalable revenue results. Customers of The Pedowitz Group have won more than 30 nationally recognized awards for their Revenue Marketing excellence.

TPG has undergone 3 major changes in the last year that affect the B2B marketing channel:

- TPG added a comprehensive Analytics Services capability so marketers can measure impact on revenue through any channel.
- TPG added full Inbound Marketing capabilities in paid and organic search, social demand generation, content syndication and media placement.
- TPG purchased an office building in Milton, GA and made it the centerpiece for the company's Integrated Revenue Marketing approach.



## 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 handoff and better accountability of channel marketing initiatives and their impact on revenue results. The Pedowitz Group can help channel-centric organizations move in that direction efficiently, and improve overall sales and marketing processes across the channel.

## Trend Watch:

The transaction opportunity for SaaS sales by the channel has all but dried up. When the marketing automation industry was young, all the vendors wanted additional arms and legs to help them sell. Now that many of these companies have large sales teams, they are much less interested in supporting sales through the channel. The Agency model with embedded SaaS is the only viable model for the channel to sell SaaS solutions.

There also is a growing trend in SaaS vendors wanting to own more of the services ecosystem around their SaaS solutions. As revenue growth peaks from SaaS, vendors are looking to add to revenue and profit by offering more consulting type services. This puts them in direct conflict with their channel partners. It also may be a disservice to their customers, especially in the enterprise space, as the vendors represent their consulting solutions as comprehensive and strategic, when all they really are is packaged generic implementation services focused on their SaaS offering. Enterprise customers need industry experts to help them with strategy, operations, execution, process, "best practices," measurements and change management. SaaS vendors make claims in these areas but usually do not have the skill or capacity to address these much needed services required for true long-term success and sustained ROI.



#### Service Offerings:

[TIE Kinetix](#) helps make it easy for channel marketers to accelerate customer demand and sales conversion for their partner community. The Through-Partner Demand Generation Solution is designed to increase lead generation and sales conversion, automate content adoption, and boost execution of marketing campaigns via PPC, email and social media through partners. By connecting the entire partner community, channel marketers can easily control and optimize any stage of the indirect sales and marketing funnel, while saving time and resources for everyone involved.

#### Special Focus:

TIE Kinetix focuses on demand generation and sales conversion for channel marketing teams of all sizes. With its solutions, the company aims to cover and support all stages and tactics in the marketing and sales process through partners.

#### Customer Landscape:

TIE Kinetix has customers in all areas, including SMB, mid-tier and enterprise. Popular verticals include consumer electronics, finance, IT, publishing and telecom.

#### Performance Snapshot:

TIE Kinetix is a publically traded company and doesn't provide any growth predictions other than quarterly statements and annual reports. [Click here](#) to access the latest financial releases.

#### Company Specs:

- Headquarters: [Breukelen, NL](#)
- Geographic Presence: [United States, The Netherlands, France, Germany, Austria, Switzerland, Spain, UK and Australia](#)
- Inception: [1987](#)
- Employee Count: [165](#)
- Annual Revenue: [20.8M €](#)
- Customer Count: [2,000+](#)

#### Trend Watch:

Success around channel marketing will multiply in 2014. With the adoption of solutions to automate content distribution, demand generation and sales conversion, partner marketing has already changed the game for the better in many ways.

The biggest trends will come from two areas. First, the ability for channel marketing teams to leverage these automation tools will allow them to have greater impact on the channel and will create a  $1 + 1 = 3$  scenario. Because of this, they will create greater ROI in terms of more qualified leads and higher conversions into actual sales.

The second is just as important. With tracking and reporting connected to all of these automated tactics, channel marketers will have the hard data to show exactly where they need to focus their efforts for even greater return. Because of these two factors, channel marketers will have the proof to argue for a well-deserved increase in their budget.

For things to come on the horizon, Big Data will drive content and end-user experience through context. In addition, user behavior will trigger web experience through channel partners in the future.



# 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](http://www.channelmarketerreport.com)

