

Lumension Security Empowers Global Partner Sales Force with Bridge Metrics

CUSTOMER

Lumension Security, Inc.
www.lumension.com

INDUSTRY

High Tech - Software

LOCATION

Headquarters in Scottsdale, AZ
Operations Worldwide

OBJECTIVES

- Raise the competence level of their global partner sales force
- Syndicate content to disparate sales contacts located across six continents
- Enable local demand generation activity via co-branded campaigns
- Identify top performing sales reps and determine the value of their partner network

RESULTS

- Cloud based asset library with 200+ assets across 7 languages
- Increase in mindshare (thousands of asset views and downloads)
- Increase in demand activities (hundreds of campaigns to tens of thousands of prospects)
- Detailed understanding of the competency, sales activity and effectiveness of their partners

BACKGROUND

Based in Scottsdale, Arizona, Lumension Security, Inc., is a global leader in endpoint management and security software, with more than 3,500 customers and operations throughout the US and in the United Kingdom, Ireland, Luxembourg, Singapore and Australia. To secure and support these worldwide customers, Lumension has established a global network of partners located in over 171 countries across six continents.

We needed an innovative way to engage our worldwide partner sales force. We chose Bridge Metrics because it allows us to deliver co-branded marketing content and campaign assets direct to sales reps' inboxes, leading to increased sales activity and ultimately, greater revenue contribution from our partner community.

Christelle Richelle - Noël

Director, Channel and Field Marketing Lumension Security

CHALLENGES FACED

The Lumension channel marketing team needed an innovative way to enable the sales representatives throughout their disparate partner network to identify, qualify and sell Lumension's advanced security solutions. Lumension also wanted to expand through-partner demand generation to tap into local market opportunities.

Instead of standing up another portal, Lumension wanted to provide an easier way for sales reps to execute co-branded campaigns and share personalized versions of their marketing content - without imposing a burden on their creative services team.

Finally, Lumension needed to gain insight into which partners were actively engaged in marketing and sales activities so they could make intelligent decisions regarding regional partner program investments.

HOW BRIDGE METRICS HELPED

After evaluating several solutions, Lumension implemented the Bridge Metrics platform at the end of 2009 - on boarding their top performing partners. Lumension rapidly created a library of several hundred assets, including marketing collateral, videos, web pages and sales resources, across 7 languages.

The content in the library was aligned to partner groups ensuring the right materials reached the right partners. Individual subscriptions were set up for each sales contact enabling up-to-date content be sent directly to their inboxes each week. The platform also supports partner demand activity through Ready-to-Launch campaigns allowing authorized sales contacts to execute email campaigns and capture leads right from their inboxes.

Once captured, leads are managed within the platform through automated notifications and status updates via smart-phone friendly updates. Empowered with the platform's flexibility, Lumension added accounts for select direct sales team members to search for and download assets, share personalized content with prospects and execute local campaigns.

The various analytics and reports helped the Lumension channel team understand which partners were active and successful. With that information, they were able to invest their resources more effectively and maximize the return on their partner program.

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Bridge Metrics is a leading provider of sales enablement solutions, offering a cloud-based platform that bridges the gaps between marketing content creation, sales content utilization and buyer content consumption. Bridge Metrics enables clients to increase sales efficiency by equipping them with the specific information they need to know and personalized versions of the exact assets they need to share in a way that works for them, on any device, via email, no logins required. Bridge Metrics is currently used by more than 100 of the world's leading brands and over 18,000 sales professionals globally.

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