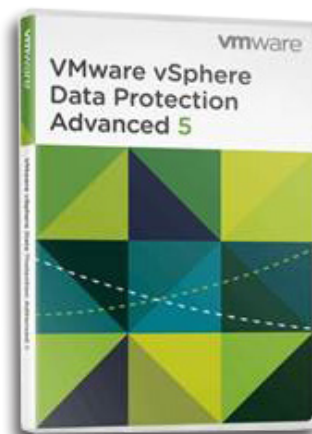




marketstar™

vmware®



## Turn-key Partner Nurturing

### The Need

VMware was seeking to increase sales for its vSphere Data Protection Advanced (VDPA) offering, an ideal upgrade for small businesses in need of efficient, reliable backup to protect virtual machines. VMware wanted to understand the needs of the channel so they could rapidly engage and enable their partners with tools and resources to generate demand.

### The Solution

MarketStar created a series of communications designed to promote VDPA and educate partners on the benefits, incentives, and accelerators available to help partners drive sales. To ensure campaign success, MarketStar used automated digital profiling and monitored online behavior to identify partner segments most likely to participate in this initiative. Content and messaging was consistent, personalized, and interactive. Partners were encouraged to share their customer success stories as well as participate in contests and reward programs. The campaign benefitted from the integration of MarketStar's inside sales resources and an existing, dedicated VMware team to proactively contact and support the partners with the greatest potential.

### The Results

- Closed \$1.5M incremental revenue in first six months
- Increased market penetration within tier-3 partners and corporate resellers
- Extended the program to include more products and tier-2 partners
- Expanded and integrated into VMware's *Power Play* program, an out-of-the-box marketing campaign for dealers