

IBM **Information Management** software

IBM and Xtivia: Co-marketing Success

IBM Software Co-Funding: Maximizing Your Marketing Reach

Highlights

How IBM Business Partner co-funding helped Xtivia's business

- *Provided a targeted database, generating leads using KMA One's HiQ resource*
- *Provided real-time feedback from prospects during telemarketing phase of the campaign*
- *Allowed for mid-campaign course corrections if necessary*



The IBM Vision

Several years ago, IBM made a strategic decision to forge closer ties with its software partners by establishing a host of co-marketing programs.

The idea behind these programs was simple: as long as the partner has incorporated IBM software into their offerings and is actively promoting IBM products, marketing funds are there for the taking. The funds can be used by the software partner for third-party campaigns to generate leads and boost event enrollment.

IBM recognizes business partners who have set high standards of excellence by delivering unique solutions and high customer

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*– Nir Gryn,
Vice President, Business Development
Xtivia*

satisfaction. IBM's belief in partnership shines through with the IBM Co-Funded Marketing program. This program allows business partners with proven Business Intelligence solutions easy access to IBM funds and pre-designed campaign strategies, as well as IBM's highly-coveted telemarketing agencies.

“IBM made it very easy to join the program. KMA One scores 9 out of 10. Their telemarketing team was especially knowledgeable and the project manager did an outstanding job. KMA One’s reports were quite good, very detailed, and the lead profiles were filled out properly and were truly helpful.”

– Nir Gryn,
Vice President, Business
Development
Xtivia

The Team

The collaboration for this pilot co-marketing program with IBM’s Information Management® team consists of Xtivia, an IBM Premier Business Partner with offices in New York, Colorado, Texas and New Jersey, and KMA One, the Atlanta-based, IBM-approved telemarketing vendor who has run hundreds of highly successful lead generation campaigns on behalf of IBM and its partners using telemarketers with an average of 32 years of IT experience. Though Xtivia had participated in IBM co-marketing programs before, this was their first engagement with KMA One.

Creating Success

Xtivia and IBM collaborate to develop strong customer relationships and customer success. Due to this partnership, Xtivia receives premier-level marketing, sales and support from IBM to ensure its customers receive the value, service and results they expect.

Xtivia signed up through the IBM Information Management co-marketing pilot, engaging with KMA One for purchasing a targeted database and generating leads using their HiQ resource. The goal was to generate leads for their Virtual-DBA solution which potentially could lead to additional DB2® and Informix® licenses, providing a cost-effective solution for companies seeking

to optimize performance of their business information systems.

Nir Gryn, Xtivia’s Vice President of Business Development, says, “We use IBM’s co-marketing dollars every year. We appreciate IBM’s funding these programs, as it allows us to generate more awareness to an audience untouched in our previous marketing efforts.

Gryn was happy to work with the KMA One team and felt the campaign was executed well. “It’s a very tough market considering the current economy. We are pleased with the results and feel KMA One did a good job for us.

“IBM made it very easy to join the program,” Gryn added. “KMA One scores 9 out of 10. Their telemarketing team was especially knowledgeable and the project manager did an outstanding job. KMA One’s reports were quite good, very detailed, and the lead profiles were filled out properly and were truly helpful.”

KMA One’s team also held feedback sessions with Xtivia during the telemarketing phase to provide real-time feedback from their prospects. This allowed the Xtivia team to hear first hand feedback from KMA One’s HiQ telemarketers on issues their prospects are facing in the market today. These quality circles conducted mid-way through campaigns allow the team to implement course corrections if needed.

IBM Co-marketing Made Easy

IBM's Information Management co-marketing program provides IBM software business partners with access to co-marketing dollars, ready-made campaigns and IBM approved telemarketing agencies who can quickly implement their campaigns. Gryn recognizes that telemarketing is the key component to generating leads.

"We would like to continue to do more telemarketing into this list and further develop the accounts," Gryn added.

"Success will come from continuing the effort. We must do more." When asked if Xtivia would like to participate in another co-marketing program in 2009, Gryn was quick to say yes.

"We fully realize the advantages of our partnership with IBM and the fact that telemarketing can yield much needed results. KMA One did a great job and we would be happy to work with them again."

For more information

Business Partners who have contributed to the success of IBM may be eligible for marketing program assistance via the IBM Co-Funded Marketing program. For more information visit PartnerWorld at **ibm.com/partnerworld/mem/mkt/mkt_cmkt.html** or e-mail cofunds@us.ibm.com.

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