



# NEC Partner TELECO Uses

Channel Marketing Automation Platform from ZINFI to Rapidly Expand Its Dealership Network

## Challenges

In the world of B2B selling through the channel, change is constant and businesses need to be able to adapt quickly. TELECO, Inc., a technology provider based in Greenville, South Carolina, is a reseller of voice systems, video surveillance, data solutions and similar products that connect to an organization's local area network (LAN). TELECO has been distributing NEC products for 16 years through a nationwide network of dealerships.

When Toshiba, another major solutions provider that TELECO had been partnering with, decided to get out of the telecommunications business—suddenly leaving a number of dealers without a product to sell—TELECO perceived a new opportunity for its NEC line of solutions. Gary Sarmento, TELECO's executive VP of sales, immediately contacted NEC to see if they could provide help in reaching out to dealers to generate interest in selling NEC products. "They're a great partner, they came to the table, and they suggested we use this 'new tool,'" says Sarmento, referring to the ZINFI channel marketing automation platform that provides NEC partners with access to a broad range of marketing and sales enablement tools through an NEC-branded partner portal.

## Solution

With help from the NEC channel marketing team, TELECO assembled an Excel spreadsheet of dealerships, including email addresses and other contact info, and worked with NEC to plan an email campaign targeting dealers who had been selling the now-discontinued Toshiba products. "The NEC people were very instrumental in helping to put those emails together and make them very specific to the message we were trying to get across," says Sarmento, "and then we launched those through the ZINFI email program."

## Results

For this first campaign using the ZINFI channel marketing automation platform, TELECO sent out 243 emails distributed across four different release dates. Results came quickly and were overwhelmingly positive: 93% of emails were delivered successfully, 50% were opened by recipients, and 16% of recipients clicked through to the TELECO website. So far, TELECO has signed up 47 new dealers to sell NEC solutions, and Sarmento expects to net more dealers in the weeks and months ahead, noting that "we're continuing with our recruiting process."

## Overview

Global 4 Communications Ltd, and UK company selling telecommunications solutions to multiple verticals, is an NEC partner and reseller of NEC telephone systems. Managing a four-week, co-branded email campaign—which featured NEC-provided content and linked interested recipients to a co-branded website—proved easier than expected through the ZINFI partner

representative who used the partner portal. "It's key in branching out to various vertical markets. We were able to expand our business to the education market successfully and bring out some brand awareness. I think we're just scratching the surface...we've got a way to go" to utilize the portal to its full potential.

## At a Glance

### Global4 Communications

While Sarmento found ZINFI's channel marketing automation platform easy to learn, he is unequivocal in his praise for the ZINFI support team, which proved very helpful when his team began using the NEC partner portal. "One of the things that absolutely impressed us was, when we had a little bit of difficulty or weren't sure how to do something, the response from the support team at ZINFI was just phenomenal. I can't say enough positive things about the support." Sarmento was also very pleased with the turnaround time on support calls, and got answers or solutions "not in days, but hours. It was very, very impressive."

## About ZINFI Technologies

ZINFI Technologies, the leader in Unified Channel Management (UCM) innovation, enables vendors and their channel partners to achieve profitable growth predictably and rapidly on a worldwide level. Headquartered in Silicon Valley, USA and founded by channel veterans with extensive global channel management experience, we at ZINFI see an immense opportunity to build high-performing sales channels by deploying an easy-to-use, comprehensive and innovative state-of-the-art SaaS Unified Channel Management automation platform that streamlines and manages the entire partner lifecycle through three core state-of-the-art SaaS applications—partner relationship management, channel marketing management and channel sales management. In 26 countries, these three core UCM SaaS applications are locally supported by ZINFI's global marketing services team members.

## About TELECO, Inc.

Since 1981, Greenville, SC-based TELECO, Inc. has been a leading provider of communications products and services providing business solutions to customers throughout North America. TELECO distributes voice, data and video products to over 125 dealers throughout the United States. TELECO sells and services communications solutions for some of the largest companies throughout North America. TELECO provides managed services on a local level through three corporately owned locations in South Carolina, North Carolina and Southeastern Florida under the name Solutiant. From its inception, TELECO has always strived to provide a level of service that is second to none, backed by an elite group of manufacturers, vendors, and partners. TELECO is more than just talk!

## About NEC

NEC Corporation of America (NEC) is a leading technology integrator providing solutions that improve the way people work and communicate. NEC delivers integrated Solutions for Society that are aligned with our customers' priorities to create new value for people, businesses and society, with a special focus on safety, security and efficiency. We deliver one of the industry's strongest and most innovative portfolios of communications, analytics, security, biometrics and technology solutions that unleash customers' productivity potential. Through these solutions, NEC combines its best-in-class solutions and technology, and leverages a robust partner ecosystem to solve today's most complex business problems. NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation, a global technology leader with a presence in 160 countries and \$28 billion in revenues. For more information, please visit [www.necam.com](http://www.necam.com).



**Website:** [www.teleco.com/](http://www.teleco.com/)

**Headquarters:** Greenville, SC

**Contact:** 864-297-4400

**Sector:** Technology, with a focus on voice communication systems

**Solutions offered:** Approximately £18 million

**Number of employees:** Approximately 80, with 10 in sales



### Challenges

- Manage a series automated email campaigns to generate brand awareness and leads. No marketing team, just one individual with no experience with PRM platforms.

### Solution

- Month-long co-branded campaign comprising three emails (2,500 total), all managed through the ZINFI partner portal with content provided by NEC.

### Results

- which ultimately resulted in the sale of the SV9100 Communication System and approximately 70 handsets to schools. Marketer gained awareness of a number of additional functionalities

will investigate those in the future.