



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 Sarmiento, 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 Sarmiento, 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 Sarmiento, "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 Sarmiento expects to net more dealers in the weeks and months ahead, noting that "we're continuing with our recruiting process."

Overview

NEC distributor TELECO began using the NEC partner portal—a key component of the ZINFI channel marketing automation platform—to broaden its reach and add to an existing nationwide network of dealerships interested in selling NEC solutions. With help from NEC, TELECO put together a list of dealerships to target and an email campaign to generate interest in the NEC line and bring potential prospects to its website. Open rates in this initial email blast were outstanding at 50%, and 16% of recipients clicked through to the website. From the 243 emails that were sent in this initial campaign, the campaign has already helped TELECO sign up 47 new dealers to sell NEC solutions provided through TELECO. Sarmiento is ecstatic. "ZINFI helped me reach a large audience in a very short period of time, with far less effort than I thought we were going to have to put in. And we're very excited about the results, which continue to grow."

Sarmiento says he would "absolutely" recommend ZINFI's channel marketing automation products and services, and is already at work on a new email campaign to reach out to additional dealerships. "We deal with a lot of service organizations every day. The first experience leaves a lasting impression, and our impression of ZINFI was nothing but very, very positive."

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.

At a Glance



Website: www.teleco.com/

Headquarters: Greenville, SC

Contact: 864-297-4400

Sector: Technology, with a focus on voice communication systems

Solutions offered: Voice, data and video products

Employees: 50; 10 actively selling



Challenges

- A major technology solutions provider stopped selling its telecommunications product line, providing reseller TELECO with an opportunity to add to the network of dealerships to which it distributes NEC solutions.

Solution

- TELECO created and executed a targeted email campaign using the ZINFI channel marketing automation platform, leveraging campaign assets from the NEC partner platform, automating delivery and tracking campaign metric in the platform's reporting module.

Results

- 243 emails sent, 50% open rate, 16% click-through rate, and 47 new dealers signed up so far, with more on the way.