



National Telesystems

Channel Partner Streamlines Email Marketing, Boosts Sales with Turnkey Campaigns from NEC's Channel Digital Marketing Program, Powered by ZINFI

Challenges

National Telesystems, Inc. (National) is a reseller of telecommunications systems based in Dallas, Texas. An NEC channel partner, the company sells and services current NEC unified communications solutions which include the SL1100, SL2100 and the UNIVERGE SV9000 series (SV9100, SV9300 and SV9500) along with the wide-range of supported applications to the small and medium-size (SMB) market, including upgrades to their existing customer base. One of National's biggest challenges in migrating existing customers to new systems is communicating in an efficient, cost-effective way the potential benefits of upgrading. "It's very time-consuming to write and produce your own marketing emails internally," says Tim Landon, who is the reseller's president.

Solution

National recently discovered the perfect solution to this problem - NEC's Channel Digital Marketing Program, powered by ZINFI Technologies. This digital marketing program is available to all organizations across the NEC channel partner network to assist them with their marketing efforts to help generate pipeline and increase revenues.

NEC's Channel Digital Marketing Program is built on ZINFI's powerful Unified Channel Management (UCM) platform, which comprises partner relationship management (PRM), partner marketing management (PMM) and partner sales management (PSM). This platform allows NEC to create and upload targeted lead-nurturing email campaigns and collateral which all can be co-branded with their channel partners logo and contact information.

National wanted to target a specific segment of their installed customer base that were still using an end-of-life communications system and upgrade them to the latest technology. They searched the available campaigns and found what they were looking for - NEC's Migration to SV9100 campaign.

Before sending out, they wanted a few minor customizations made to the emails to better target their customers so they reached out to NEC's designated Marketing Help Desk, staffed by ZINFI experts. Their customizations were made, their targeted list was uploaded into the secure platform, the emails were scheduled and the campaign was launched.

Overview

Headquartered in the Dallas and Fort Worth Texas area for over 30 years under the same management, National Telesystems has served over 10,000 DFW Metroplex businesses and their national affiliates with a broad spectrum of telecom and IP equipment and services. By offering a full line of quality products from industry-leading NEC and other manufacturers and backing them with one of the most highly regarded technical teams in the nation, National Telesystems has been awarded the prestigious "Business Consumers' Choice Award" in the Dallas-Fort Worth Texas area every year since the honor was instituted for "Telecom Businesses" in 2008. Serving business needs from basic telecom to complex IP applications, National Telesystems is known for its expertise in designing and providing the best telecom solution for each particular customer's requirements. With the commitment to the future as well as the strong foundation already established, National Telesystems has firmly secured its position as one of the leading telecom and IP providers in the nation now and for years to come.

Results

After deploying the campaign, they were able to easily see which customers opened and clicked on the emails sent through the platform's easy to use lead tracking system and follow up with them. National went on to sell 13 migrations over a six-month period, with sales totaling over \$150,000. National is now only a month into its second email marketing campaign using tools offered through the NEC's marketing program, and has already sold two more migrations for just over \$20,000, and has several systems out to bid.

Landon is enthusiastic about several features of the email marketing tools available via the Channel Digital marketing Program: the emails are ready to use, there is flexibility for channel partners to tailor the content to better fit their needs and the reports on campaign results are easy to understand. "This has given us professional marketing tools we would not have had otherwise," he says. "It has saved us a lot of time and effort, and increased sales. I expected some nice, generic email campaigns, but the ZINFI platform and technology enabled NEC to provide us with very professional marketing campaigns and tools. ZINFI also has other marketing services...we have not even scratched the surface. The people are very nice to work with and they have a great solution."

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.

At a Glance



Website: www.nationaltelesystems.com

Headquarters: Dallas, Texas

Contact: Tim Landon, President

Sector: Telecommunications

Solutions Offered: Cloud, VoIP and traditional telephone systems for business

Employees: 45, 6 actively involved in sales



Challenges

- Producing professional co-branded email campaigns in-house is time-consuming and difficult

Solution

- Turnkey email marketing campaigns supplied by NEC's Channel Digital Marketing Program, powered by ZINFI Technologies

Results

- Greater product awareness and increased sales for less time and effort