



## Converge Technologies

A reseller of world-class enterprise software in Nigeria, uses the ZINFI partner portal to automate email marketing campaigns and closely monitor results.

### Challenges

Converge Technologies is a technology services organization headquartered in Lagos, Nigeria, working with clients in the financial sector, telecommunications and other industries. Converge is part of the global partner network of a major global enterprise software provider and is a reseller of many of that organization's products, which include collaboration solutions, desktop and application virtualization technology, networking and WAN optimization tools, data center operating systems, performance management tools and data center operating systems.

The main challenge Converge faces when marketing its products is simply getting noticed by promising prospects, particularly when some of them are receiving thousands of emails every day. Until recently, Converge's marketing campaigns were labor-intensive affairs involving a number of manual processes, including content development, email customization, list-building and campaign execution. Given those constraints, reaching a sufficient number of the right contacts with compelling content can be difficult and time-consuming.

### Solution

All of that changed when Converge began using the ZINFI partner portal, which established a direct connection between Converge and the OEM whose products it is introducing the African marketplace. Suddenly, Converge had access to a wealth of marketing and sales assets from the OEM through the web-based partner portal, including multiple turnkey email campaigns that were co-brandable and easy to customize. The portal makes a variety of campaigns available for different products and different target audiences, and campaign setup, execution and tracking are all automated.

According to Tomilola Agboola, Supervisor of Sales and Services Administration at Converge, "The portal has been really helpful. It is very rich in content. All you have to do is decide which campaign you want to run. We have the opportunity to add our own content and customize it to make it look the way we want it to. That's what I like about the ZINFI partner portal."

### Overview

Converge Technologies is a technology services organization that specializes in the deployment of mission-critical technology systems, solutions and services. We are a customer-focused organization providing a range of solutions to meet the changing business demands and challenges of our clients. We are truly passionate about our customers' satisfaction and delight. Our vision is to become the African leader in Information Technology solutions delivery.

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Agboola is also enthusiastic about having fully automated marketing tools. "I don't have to go and send out a new email every morning or every week. It's all automated, and I don't have to think about creating campaign content on my own."

Getting started with the portal was remarkably easy. The Converge marketing team had a meeting, where they went through various campaigns offered through the portal, made selections, categorized the campaigns by region and made minor customizations to include their own branding and tailor content to their markets. Then they began sending campaigns to various lists. Agboola notes that, over time, she has begun to learn which campaigns are most effective by using the partner portal's reporting tools to understand who is opening the emails and reading them, and who is unsubscribing. "I really appreciate that aspect" of the portal, she says.

Users of the ZINFI partner portal have access to ZINFI's world-class partner marketing concierge services when they need help, and Agboola is grateful for the consistent responsiveness of her concierge. "If I ever had problems understanding the portal, I could get in touch with the ZINFI representative. He was always helpful to me, always had time for me and was willing to explain everything."

## Results

As a result of integrating the ZINFI partner portal into its marketing workflow, "Our customers have much more awareness about the products we are selling," says Agboola. "The portal has really been helpful. We're now able to do much more than we would have been able to through face-to-face marketing or telemarketing. We are also getting more responses from prospects." Agboola is now a regular user of the portal, and other team members are using it, too. The partner portal has made it much easier to inform customers about platform migration opportunities and spread awareness of its product line.

The Converge marketing team is now interested in exploring the powerful web syndication tools that are available through the partner portal so it can reach and communicate with prospects through a broader range of marketing channels.

## 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:** <http://convergegct.com/>

**Headquarters:** Sabrina Building, Plot 5A Admiralty Way, Lekki Phase One, Lagos - NIGERIA

**Contact:** +234.1 342 5910

**Sector:** Finance, telecom, banking, oil and gas

**Solutions Offered:** Collaboration solutions, desktop/application virtualization, networking and WAN optimization, datacenter OS and performance management, data center

**Employees:** 30 totals; 10 involved in sales

## Background

- Converge Technologies is a reseller of global-brand information technology and telecommunications solutions to banks and financial institutions, telecommunication companies, and energy companies in Nigeria. Until recently, it lacked automated tools to run targeted campaigns to generate customer awareness and interest.

## Solution

- The OEM provides ready-to-go campaign content and other marketing and sales assets through its partner portal, which is provided by ZINFI as part of its Unified Channel Management platform. The portal gives partners a wealth of customizable content and a variety of automated marketing tools to set up, execute and monitor campaigns to different target audiences.

## Results

- "The portal has really been helpful, and it is very rich in content," says Converge's Tomilola Agboola, Supervisor, Sales and Services Administration. "We're now able to do much more that we would have been able to through face-to-face marketing or telemarketing. We are also getting more responses from prospects."