



CASE STUDY: Motorola, Zebra and a Global Systems Integration Partner Tri-Alliance – proven methodology results in 372 marketing opportunities

The background

The 'tri-alliance' of Motorola, Zebra together with a Global Systems Integration partner delivers bespoke technology solutions to empower individuals to perform critical tasks in real-time, on-the-spot. It targets a wide-range of sectors, including the Public Sector, particularly Healthcare, as well as Retail, Field Services, Logistics, and Construction. Examples of the solutions in action would be the printing of labels at the Point-of-Sale in a retail environment and Proof of Delivery in the supply chain, through to stock taking and re-ordering in a warehouse. Basically users can do things faster, more cost effectively and to the greater satisfaction of customers, (or patients).

It's more than just technology - for many organisations it's a cultural change.

A qualified sales opportunity in this business is a big win and in 2009, we created **125 such opportunities** for the Alliance.

The challenge

The challenge lies in the groundwork; a gardening metaphor that's rarely truer than in a case like this, where the seeds of thought are sown and then carefully tended to make sure they grow.

It's effectively an elevation of the perceived status of the three Alliance companies, the validity of their shared voice on the subject of step-changes in operational methodology, as enabled by technology. **Specifically:**

- Establishing the Alliance as a credible vehicle to deliver innovative Enterprise Mobility Solutions across EMEA.

- Driving and consolidating the ‘trusted advisor’ status to the clients of each of the three organisations within the Alliance.
- Building a portfolio of end-to-end solution packages with each client plus selected Independent Software Vendors.

The target audience challenge

C-suite executives are engaged; driven by costs, efficiencies and bottom lines.

For the Alliance, the audience ranges from CEOs and CIOs to sharp-end technical specialists and critical procurement officers. (Public and private sectors)

Selling to them depends on building a relationship which, in turn, depends on establishing a peer-to-peer dialogue about significant trends in mission-critical technology and mobility.

Thought leadership

It means gaining acceptability as a trusted advisor; one who can make a valid and commercially measurable addition to how they run their organisations.

In a nutshell, it’s about thought-leadership.

Objectives

- Position the Alliance as ‘thought leaders’ in the field of Enterprise Mobility.
- Create, demand and drive incremental sales.
- Drive higher growth in the Alliance.
- Engage and align internal stakeholders.

Why McDonald Butler?

The Alliance engaged McDonald Butler, a strong ‘neutral’ party, to act as its marketing arm supporting marketing and sales. Apart from the quantifiable and measurable deliverables, the value we add lies in propelling the action forward, identifying targets and then, territory-by-territory, sector-by-sector, creating the dialogues to lead to the big wins.

The solution

McDonald Butler worked closely with the clients, drawing on local expertise for one-to-one account mapping and awareness activity, researching a go-to-market strategy for each region.

Activities varied according to region and market and included localised and industry specific events, executive customer events, marketing communications such as online newsletters and strategic lead generation. An integrated campaign in each region, rather than ad hoc activity, ensured that contacts could be taken through the buying cycle from awareness through to action/ sales engagement.

Marketing communications positioned the Alliance as thought leaders, creating awareness of solutions and services they provide. Executive events brought C-level customers and prospects in front of the Alliance sales team to discuss industry issues and strengthen relationships. From these events, and as part of the follow up, leads were identified and ownership given, ensuring these leads didn't fall through the cracks. This was aided by the strategic lead generation programme.

Timescales of the campaign

Planning was undertaken from October 2008 to generate internal support and buy-in of all stakeholders. This put us in good shape to engage the market from January 1 2009.

The results

An opportunity funnel has resulted in closed revenue for 2009 and 2010 pipeline.

In total, 11 thought leadership events were held in the UK, along with 10 lead generation campaigns, 9 managed communications newsletters and 5 internal engagement and awareness events.



The programme resulted in 372 marketing opportunities, 125 sales qualified opportunities and a 3:1 ratio for ROI.

Across all campaigns, the tri-alliance marketing engine targeted 1550 organisations across EMEA, gained 64% awareness in the markets, 36% interest in the proposition, 23% desire to talk to us, and 8% in sales engagement.

The feedback

"McDonald Butler has been a catalyst; drawing us together for focussed activities which might otherwise lack momentum. Their considered marketing approach, as well as their professionalism and dedication, has seen the highly successful development of leads from early stages to sales engagement. This has resulted in 372 marketing opportunities generated and a sizeable pipeline. Without McDonald Butler, this wouldn't have been possible."

Greg Williams, IBM EMEA Alliance Manager, Motorola

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