



Our services at a glance:

- **Channel Strategy**
Building the optimal channel through research, analysis and planning.
- **Channel Development**
Developing your channel through partner recruitment, engagement, enablement, sales process management and closure.
- **Channel Marketing**
Driving business growth through targeted and measurable channel marketing programmes.
- **Channel Communications**
Creating and delivering intelligent information through effective two-way partner communications.
- **Channel Rewards**
Proactively reaching and influencing your sales channels.
- **Partner Relationship Management**
Getting the most value from your partners through smart channel management tools.

About purechannels

Based in Battle, East Sussex, United Kingdom and employing a team of a dozen experienced channel marketers, purechannels offers strategic as well as operational channel-focused marketing services to IT vendors.

Since our formation in 2003, purechannels has doubled its turnover year on year by effectively solving our clients' channel marketing challenges. Our unique IT channel focus, combined with our team's wealth of experience gained whilst working on the client side of the fence, sets us aside from other technology marketing agencies.

We are channel experts. We are experienced in supporting all types of IT channels including the European SMB market. We are also highly proficient in building best-of-breed CRM and PRM solutions and managing complex, multi-lingual and multi-media projects.

We deliver on-time, on-target and on-budget. Our reputation is built on delivering your promises. Whenever we accept and commit to a project, we always finish it, as and per your brief. If the goalposts haven't changed too much from your side, we will not ask you for more time or budget half-way through the execution and that's a promise!

We offer full-service. We pride ourselves in being able to deliver all of the services and tools you need to achieve your channel objectives. Our highly capable in-house team combined with our extensive network of proven experts gives you all the resources you need to achieve your objectives from one manageable and cost-effective source.

We are flexible. Objectives evolve and subsequently projects and deadlines alter, yet managing ever-changing channels is a challenge we relish. We understand that flexibility of service is of paramount importance to you and know what it takes to listen and respond exactly when you need us.

We are cost-effective. With us, you do not pay for expensive London offices. Our services are very cost-effective and our proposals reflect the work that needs to be undertaken, not your estimated budget! We are also more than comfortable to work with your existing resources and suppliers whenever you need us to, ensuring your budget goes as far as possible.

We are results-driven. Above all, we are driven by results! We always work to meet or exceed your objectives, using 'best-practice' marketing tools and policies honed with years of experience. We are fanatical about 'closing the loop' on lead generation activities and ensuring that your marketing budget achieves the best return on investment possible.

We'll be with you. Our aim is to be a natural extension of your sales and marketing team. We enjoy being involved in the decision-making process and we advocate working closely with you to get under the skin of your organisation and understand first-hand the key market differentiators for your individual organisation.

Channel Strategy

Building the optimal channel through research, analysis and planning.



CHANNEL STRATEGY services from purechannels:

- Strategic business and route-to-market review, assessment and channel structure planning
- Profiling and mapping of key target markets and competitors
- Financial / Point Of Sales (POS) transactional sales analysis
- Partner research and focus groups
- Channel business and marketing plan creation

To build an effective channel, you cannot overlook the critical stage of pre-planning and investigation that is essential to understanding which partners are going to provide you with the best route-to-market. Whether you are looking to build a channel from scratch or to restructure an existing one, purechannels understands how to help vendors reduce their risk and optimise returns when building a channel of partners.

There are many critical angles to consider before going headlong into a channel partner recruitment campaign. Which partners have the best-fit skills and market reach for your organisation for example? What other solutions are these kinds of partners offering and would you get the mind-share you need within the partner? Do these partners have a gap in their portfolio that you can fill with a differentiated yet complementary offering?

Armed with a firm understanding of your corporate objectives, purechannels can help you to answer these kinds of questions and to:

- Identify which partners best address the needs of both you and your customers
- Calculate channel profitability for existing and potential partners and markets
- Build, segment and plan resources for a channel structure that achieves your objectives
- Evaluate, re-launch or develop effective no-nonsense partner programmes
- Understand the key motivators and needs of your target partners to build a channel proposition

Channel Development

Developing your channel through partner recruitment, engagement, enablement, sales process management and closure.



CHANNEL DEVELOPMENT services from purechannels:

- Highly specialised and volume partner recruitment and engagement
- Partner enablement through training, sales and marketing support
- Pipeline development through account management and knowledge transfer
- Partner programme creation, launch and management

It sometimes happens that an inadequate partner is recruited or that not every business is qualified, resulting in lost opportunities. A fast and secure way to increase sales is through the recruitment of specialised prospects who fully understand your domain to become effective business partners.

We have a deep knowledge of the Software, Network, Security and Cleantech sectors which enables us to rapidly understand your requirements and build you an effective channel with limited support, allowing you to focus on other critical business issues.

Recruitment of channel partners is only the very first step in delivering revenue to your organisation and keeping the momentum going with partners can be very resource intensive. purechannels offers you an alternative to using your own internal resources - delivering training, on-going support, sales qualification, negotiation, and closure of partner pipelines on your behalf.

purechannels is also on hand to help you heighten the awareness of your offering with strategic partners and systems integrators, building a relationship with companies who remain independent yet provide introductions to their clients.

Providing a seamless fit with your own resources, purechannels can help you to:

- Free your sales resources from channel development tasks
- Reduce your overheads through an outsourced channel development model
- Reach and engage with those 'hard-to-reach' partners and enter new sectors such as the illusive SMB market
- Provide your partners with training, on-going support, sales qualification, negotiation, and pipeline closure

Channel Marketing

Driving business growth through targeted and measurable channel marketing programmes.



CHANNEL MARKETING services from purechannels:

- Brand development
- End-user lead generation campaigns
- Closed-loop campaign management
- Virtual partner marketing resources
- Marketing fund maximisation

Channel marketing is a broad term that can be segmented into marketing to, with and through your channel partners.

Marketing to partners is where you may try to influence partner behaviour, be it for a new 'channel-ready solution', a sales promotion or to raise your profile as the vendor of choice.



Marketing with partners is where you add value for your partners - offering marketing support such as predefined campaign materials, MDF or physical marketing resources.

Marketing through partners is when you wish to deliver your own marketing messages as an integrated part of your partners' propositions, extending your brand through your channel. Often seen as a challenge, marketing through partners can be a double-edged sword. On the one hand you benefit from leveraging the partner's USPs and reach and on the other you can lose control of your end user messaging without adequate supervision.

purechannels is highly experienced at creating and executing all levels of channel marketing, including end user lead generation campaigns, partner awareness campaigns and outsourced marketing support... across all countries, languages and cultural barriers.

We understand what it takes to:

- Create measurable and effective lead generation campaigns
- Maximise the use of your channel marketing funds
- Drive partners to effectively market your company
- Implement and manage 'closed-loop' campaigns

Channel Communications

Creating and delivering intelligent information through effective two-way partner communications.



CHANNEL COMMUNICATION services from purechannels:

- Fully integrated campaigns including e-communications and direct mail
- Build co-branded programmes
- Create impactful partner collateral
- Website and partner portal creation and development
- Deliver multi-lingual, multi-version collateral and e-communications
- SEO, PPC and Social Media tools and consultancy

You're very likely to communicate with your partners in some form, be it via email, mail or your business partner portal. You know that maintaining communications with your channel is vital. However, working out what your partners want to hear is tough and creating an effective mix of motivating and informative communications is a challenge.

purechannels works with vendors to create compelling, relevant and consistent channel communications. We have the skills and expertise to help you communicate effectively with your partners, be it in multiple media formats, countries or languages.

Working with our team of online digital marketing experts, purechannels helps channel organisations to achieve top rankings in the major search engines using proven SEO techniques. We also understand how to build structured and effective pay-per-click (PPC) online ad campaigns with major search engines, targeting 'long tail' keywords to maximise returns on your investment.

Tools like Facebook, Twitter and LinkedIn are now part of our channel communications 'tool box', and purechannels understands how to help you harness their reach to interact with your target audience and to share your knowledge and expertise.

purechannels is experienced in delivering persuasive channel messaging that elicits a desired action and we know how to deliver messaging that is measurable.

We can help you to:

- Identify exactly what your partners want to hear
- Create a two-way interaction with your partners
- Influence your partners in the right direction
- Reach your partners with the most appropriate medium
- Optimise your online presence to reach your target audience

Channel Rewards

Proactively reaching and influencing your sales channels.



CHANNEL REWARDS services from purechannels:

- Debit card loyalty programmes with fully-branded VISA/Mastercard prepaid cards or ecards
- Loyalty programme marketing and recruitment
- Incentive and loyalty programme creation and management

Be they distributors, resellers or xSPs, gaining mindshare within your partner base is a challenge. There's an ethical dilemma about offering the right mix of incentives - do you go for more marketing funding and support or create channel sales incentives focused on sales individuals?

We believe that a healthy mix of direct and indirect incentives will enable you to maximise mindshare within your partners, rewarding individuals for focus and delivering value-added support to the partner as a whole.

When it comes to incentivising individuals, there's a further dilemma. Toasters, Plasma TVs, driving muddy landrovers for a day... certain things turn on certain people. However, there's one thing that makes everyone sit up and listen... money. People like the freedom and flexibility to choose.

That's why purechannels, in partnership with one of the most trusted financial institutions in the UK, can help you to promote your brand and build channel loyalty via our prepaid MasterCard debit card offering.

We can help you to:

- Make your partners more loyal
- Create focus within your partner base
- Gain mindshare amongst your partners
- Reduce your loyalty scheme administrative costs

Partner Relationship Management (PRM)

Getting the most value from your partners through smart channel management tools.



PRM services from purechannels:

- PRM integration planning
- Intelligence-based partner locator tools
- Deal registration and lead management
- Co-op and MDF management
- Partner data management

Hopefully you know who your partners are because you have a partner database - maybe on some spreadsheets or a CRM system somewhere. The question is does your data really feed you with enough intelligence to get under the skin of your partners and leverage their individual expertise to your advantage?

Ask yourself, what would be your 'partner nirvana'? Partners who register deals correctly; give feedback on leads on a real-time basis; focus on your latest proposition and use their marketing funds effectively? Sounds wonderful, but it doesn't have to be just a wish list.

purechannels helps vendors develop, deploy and leverage effective Partner Relationship Management (PRM) tools, regardless of partner tier or locality.

We can help you to:

- Intelligently manage thousands of partners in multiple locations
- Deploy effective lead distribution and deal registration systems
- Manage your 'unmanaged channels'
- Minimise channel conflict
- Create and utilise intelligence-based partner profiles
- Build and integrate an effective PRM strategy and solution



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