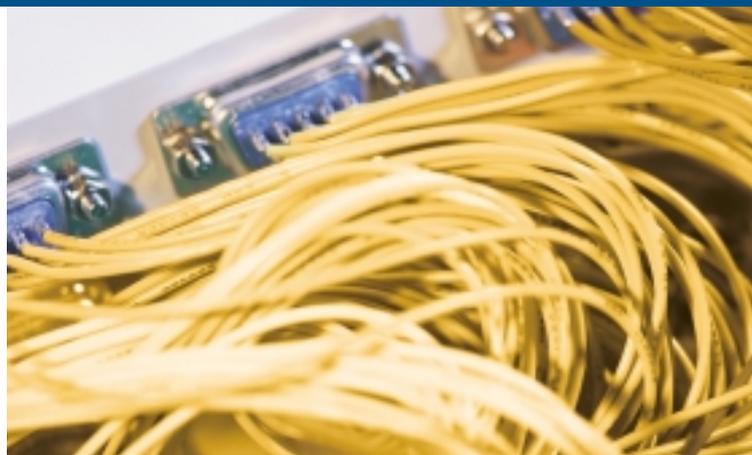




Channel Management



Anderson Baillie help to drive Comstor into the SMB Reseller Market.

As one of the largest distributors of Cisco networking solutions, Comstor must continue to grow their reseller base and identify key accounts to develop into profitable long-term relationships.

With a key objective to broaden the number of resellers using Comstor as their preferred Cisco supplier, Comstor decided to target a growing market of resellers who sell to SMB customers. With a number of specialist products, services and promotions fitting the needs of this market, Comstor hoped to increase sales to these resellers.

Anderson Baillie proposed an integrated campaign which was centred around a specialist SMB Micro-Portal. The portal would promote Comstor's products and services along with current offers and competitions.

Visitors were encouraged to register in order to be able to take advantage of promotions and to get more information about Comstor in the SMB market. The portal aimed to be as interactive as possible so polling questions were set up in order to gather intelligence on resellers key requirements and opinions on service.

An Email campaign supported by traditional Direct Mail was used to promote the portal. This consisted of 5 key stages each focusing on a different area of promotion. Comstor utilised the campaign to launch their new E-Commerce and Collateral Builder services to this market and encourage people to register to use them.

Supported by vibrant colour palette, the look and feel across all of the campaign elements was simple yet strong. The Choose Comstor strap line and URL was chosen as a direct and memorable message to be used throughout the portal, the Emails and the Direct Mail pieces.

Web Marketing

The interactive use of the web helped Comstor to manage their reseller channel more effectively.

For a full overview of our Web Marketing services visit www.andersonbaillie.com/web

Overall, the campaign was a huge success for Comstor. As well as extremely positive statistics from the Emails and the portal, the campaign achieved the objective of winning new reseller accounts. Comstor commented that sales since the campaign commenced had definitely come from a broader range of resellers.

There are a number of leads to follow-up and the reaction from initial telemarketing has been encouraging with positive comments made about the portal, for example ".....well designed, clear and easy to navigate.....", ".....very user friendly.....".

On the success of the campaign, Michaela Arany-Bibby, Marketing Manager at Comstor said,

"We are delighted with the level of interest the Portal has generated and the registrations we have received. Comstor's credibility as a distributor within the SMB market is definitely improved.

Anderson Baillie have managed the project to a very high standard, keeping the campaign running to schedule and within budget."

Campaign material



ANDERSONBAILLIE
MARKETING

Walton Lodge, Hill Cliffe Road, Walton, Warrington, Cheshire, WA4 6NU, UK
Tel: +44 (0)1925 217250 Fax: +44 (0)1925 217251 Email: enquiries@andersonbaillie.com

Also at: 19 Northfield End, Henley-on-Thames, Oxfordshire, RG9 2JQ, UK
Tel: +44 (0)1491 636387 Fax: +44 (0)1491 636226 Email: enquiries@andersonbaillie.com