



We deliver the SMB Marketplace to you.

W3 Channel Enablement Program

SMBs & TBAs

The primary focus of the US and Canadian IT industry has shifted from selling products to large enterprises to selling solutions to the elusive small and mid-size businesses (SMBs) that have 10 to 500 seats.

While an individual SMB's IT budget is relatively miniscule, their lack of buying power, coupled with their collective size, makes this a high-margin \$299 billion slice of the market.

SMBs are hard to reach and even harder to service. While they rarely have a CIO or even an IT solution-focused department, they still require the capabilities that such a department usually provides. To compensate, SMBs tend to develop long-term relationships with VARs. These VARs have become their trusted business advisors (TBAs).

About \$240 billion (80%) of SMBs' IT purchases flow through TBAs. The relationship is so strong that once they ask their TBA what products/brands they should purchase, 90% of the time they accept their suggestions verbatim.

Vendors sell products. SMBs buy solutions. TBAs bridge the gap.

For Vendors to succeed in the SMB space, they need to understand how TBAs think and the strengths and weaknesses they bring to the table. TBAs are tremendous techies and have an emphatic dedication to getting and keeping their customers up and running. They remove the FUD Factor (*Fear, Uncertainty and Doubt*) by helping customers with: finding the right solutions; sourcing, installing, configuring, fixing and updating products; employee training; ongoing service and support; and helping them gain a competitive edge in their marketplace through technology.

Vendors have aggressively launched partner recruitment programs designed to leverage the symbiotic relationship TBAs have with SMBs. Recognizing that TBAs tend not to be great at marketing and sales, Vendors have created wonderful marketing materials that are made available to TBA partners for FREE. The average TBA has 20 strong Vendor relationships, each of whom want the TBA to send out about 30 messages per year. Yet, with all this wonderful marketing material, the programs don't work ... for three key reasons:

- TBAs don't trust their Vendor partners with their databases.
- TBAs don't have the time or resources necessary to send the marketing material to their customers.
- If TBAs did send all the marketing material to their customers, collectively this would be around 600 messages a year ... making the TBA his customers' biggest spammer.

Collaboration

To successfully penetrate the SMB market, Vendors need to leverage the relationships, technical strengths and passion for servicing their customers that TBAs bring to the table. Simultaneously, they need to support and complement their sales and marketing efforts. This is where the W3 Channel Enablement Program shines.

The W3 Channel Enablement Program was developed specifically to help alleviate the problem of TBAs not wanting to or just not sending out information supplied to them to their customers and prospects. Respecting the relationships TBAs and their customers, W3 provides TBAs with a FREE suite of multi-vendor, easily customizable business tools and vehicles. This full-function suite enables TBAs to easily (*can be fully automated*) send out information to their customers and prospects that promotes their entire business.



The 5 Steps To Channel Enablement

Step 1: TBA Recruitment

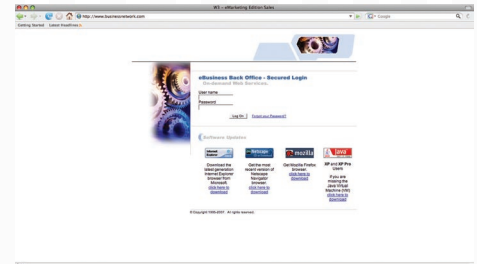
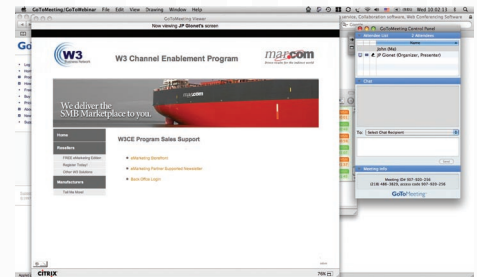
- A \$2 million annual marketing campaign targeting TBAs, explains the basic benefits of the program, promotes participating Vendors and encourages TBAs to attend a “get started” Webinar.
- Participating Vendors are welcome to invite their existing Channel partners to join the program.

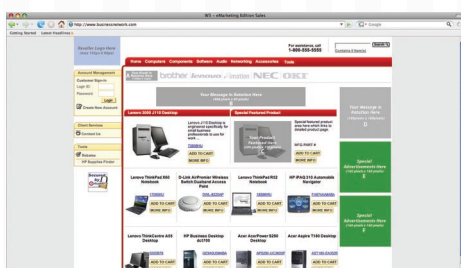
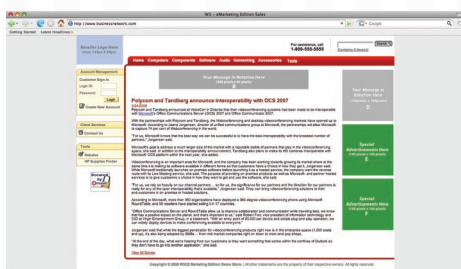
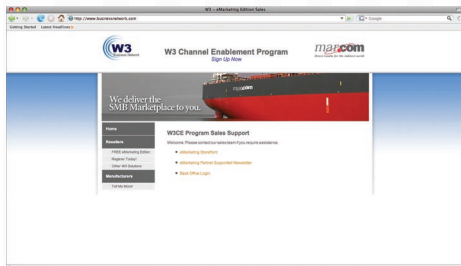
Step 2: TBA Education & Ongoing Support

- TBAs are walked through the program benefits and how to set up an account by attending one of the weekly FREE Webinars.
- TBAs wanting to take advantage of the additional customization features of the program have FREE open access to W3’s help desk and online training.

Step 3: TBA Enablement

- FREE CRM tool helps TBAs organize their databases and then enables them to easily send out or automate the delivery of messages and dramatically increases the probability of TBAs regularly sending Vendors’ marketing materials to their customers and prospects. If they already have a CRM tool, the W3 program will allow them to download databases from their CRM tools to the W3 tool and receive all the benefits of program.
- FREE turnkey web catalog provides TBAs with a customized rich text product catalogue. Participating Vendors are automatically included in a directory of all TBAs in the program, including: shop-by-brand site, partner preference drop-down menus, preferred product placement on all channel partners web sites, Vendor kiosk. Vendors are also included in two banner ads that run consistently, in rotation on all catalogue pages.
- FREE customizable eNewsletter enables TBAs to communicate, on a regular basis, with their customers and prospects in a professional manner with relevant, current editorial content. This provides a fabulous way for Vendors to reach their TBAs’ customers and prospects. Other TBAs have the option of picking-up a Vendor’s editorial content and sending it to their database. Vendors can lock out competing Vendors from using editorial and/or advertising to reach their TBA partners. Participating Vendors also receive a banner and box ad in rotation on the outbound mailer of each eNewsletter being sent out by TBAs.
- FREE customizable HTML direct mailer enables TBAs to send promotional messages, on a regular basis, to their customers and prospects in a professional manner with relevant offerings. Participating Vendors receive banner and box ads in rotation on each HTML being sent out by their partners. Opportunities for Vendors to provide locked-in promotions.





Step 4: End-User Leads

- A \$2 million Channel Advocacy marketing campaign will promote to SMBs the value of TBAs and how to find a TBA.

- All VARs in the program are offered a FREE listing in the VAR locator, which is permanently placed on ConnectIT and other publications. SMBs are directed to the Channel Partner Locator on ConnectIT and other end-user publications.

- Locator sends qualified leads to channel partners.

- Makes it significantly easier for end-users to find Vendors' TBA partners and thus will result in more business for TBA partners and supporting Vendors.

- Simultaneously, it is a strong way for Vendors to show TBA partners support with zero effort required by Vendor.

Step 5: End-User Marketing (additional cost)

mar.com will work with participating Vendors to make it easier for them to get their messages to SMBs through TBAs, including:

- mar.com's editorial team will write articles:

- Locked in to customized eNewsletters of the Vendor's TBAs that are participating in W3.
- Be optional for other TBAs in W3.
- Run as editorial in ConnectIT.
- Be housed on mar.com's story pages for 60 days.

- mar.com will develop HTML end-user marketing campaigns that include having the promotion:

- Locked into the consolidated promotional banner on the eNewsletters of the Vendor's TBAs that are participating in W3.
- Locked into the consolidated promotional HTMLs sent out by Vendor's TBAs that are participating in W3.
- Be optional for other TBAs in W3 for use in their eNewsletters and consolidated promotional HTMLs.
- Be included in a monthly-consolidated promotional HTML that goes out to ConnectIT's entire database.
- Be housed on mar.com's promotional pages for 60 days.

- Other vendor customized tools that mar.com will create and integrate into W3 include:

- Partner recruitment programs.
- Customized lead generation programs.
- Telemarketing programs.
- Product training.
- Sales training.
- Surveys.
- Webinars – Channel and/or end-users.
- Whitepapers – channel and/or end-users.

Metrics

Participating Vendors will be provided monthly with full Web Metrics Reports showing results for Web Catalogs, eNewsletter and promotional HTML – including:

- Number of recipients.
- Visitors to each vehicle/tool.
- Where visitors clicked through to.
- Which products were clicked on and how often.
- Which Vendors end-user visitors were most interested in.

Key Advantages to TBAs

- Can easily create and implement an on-going, consistent marketing program that focuses on marketing their business, as opposed to marketing their Vendors' wares.
- Don't need to bombard their customers with product specific messages in order to satisfy the requests of their Vendor partners.
- Steady flow of new, qualified leads.
- Assistance with harvesting and closing leads.
- Powerful, low cost upgrade packages.

Key Advantages to Vendors

- Positions you as a true channel advocate and trusted business partner to TBAs, rather than as another supplier that wants them to flog your products.
- Powerful way to leverage the relationships TBAs have with their customers.
- Inexpensive and easy to implement.
- Easy to integrate and support current marketing programs.
- Strong, consistent branding:
 - To TBAs through an annual \$2 million marketing program with eChannelLine.
 - To SMBs through an annual \$2 million marketing program with ConnectIT.
- Category exclusivity via ability to black your direct competitors out of your TBAs' programs.
- Complete suite of add-on vehicles allows you to increase reach, frequency and exposure to the SMB program.
- Powerful, low cost upgrade packages.

Exposure

Channel Audience	US	160,000
	Canada	36,000
End-User Audience	US	300,000
	Canada	45,000
Total Monthly Distribution		33,056,100
Total Monthly List Cost		\$332,140
Monthly Program Package		\$7,500

Integrated mar.com has the knowledge, focus, relationships and dedication to deliver the SMB market to you!

For more information, call us at 1(800)465-2059 or visit us online at www.integratedmar.com

Channel Marketing

eChannelLine

ChannelAdvisor

connectit

ChannelLine
ADVISORY COUNCIL

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