B2B Marketing Award Submission: TIE Kinetix and Unify

Dear B2B Marketing,

Thank you for considering Unify and TIE Kinetix in the category of *Best Channel Marketing Initiative* for the 2014 B2B Marketing Awards. Please recognize this is category number 15. This submission is highlighting Unify's partner program *Digital Channel* with TIE Kinetix's Demand Generation and Sales Conversion Solutions.

In late 2013, Siemens Enterprise Communications made a significant strategic decision to rebrand globally to its new brand Unify. They were not only faced with the challenge of rebranding its channel, but also ensuring all partners had updated content and tools at the moment the new company name was unveiled.

The mission for a rebrand project was simple: to ensure everything from content to sales tools are updated, on time and with minimal resources, while being communicated to the widest possible audience through the partner community. One thing a global rebrand does is bring all complexities of managing your brand in the partner channel into sharp focus, all at once. On October 15th, 2013 all content, campaigns and sales tools were instantaneously implemented across Unify's extensive partner channel in 49 countries and 12 languages with zero channel marketing and sales downtime. Unify was able to accomplish this with the help of TIE Kinetix solutions.

For our submission, we have provided two forms of evidence. The first piece of content is a 15 minute webinar clip with Robin Pilcher, Head of Global Channel Marketing at Unify explaining the channel wide rebrand. You can see it here (please watch from the 4 minute 30 second mark to approximately 19 minute mark). The second piece of content is a case study highlighting Unify's channel marketing accomplishments with TIE Kinetix. It is also attached to this PDF.

Some *Digital Channel* Accomplishments with TIE Kinetix in 2013 included:

- 17,000 leads were generated and delivered directly to Unify partners
- Partners downloaded over 15,000 documents from the Resource Center
- There were 1.12 million page views of content from partner websites
- Nearly 40,000 tweets were sent to partner's Twitter followers
- Partners sent nearly 600,000 co-branded emails to their prospects / customers

Thank you for your consideration. Please feel free to let me know if there is additional interest or questions.

Kind Regards,

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Sources from Award Submission:

- TIE Kinetix Demand Generation Solutions: http://contentsyndication.tiekinetix.com
- Robin Pilcher's LinkedIn Profile: https://www.linkedin.com/pub/robin-pilcher/2/3b7/834
- Case Study: http://tiekinetix.com/rc_files/tiekinetix/solutions/demand_generation/TIE_Kinetix_CS_Case_Study_Unify_EN.pdf
- Webinar Clip: http://contentsyndication.tiekinetix.com/watch-webinar-siemens-enterprise-communications-rebranded-its-entire-partner-community-with-content-syndication

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Unify and TIE Kinetix

Channel Demand Generation and Sales Conversion

TIE KINETIX
demand generation solutions

Driving Success and Demand through the Channel Community via Digital Channel

In a global dynamic business partner environment, Unify continues to invest in their channel community with Demand Generation and Sales Conversion solutions.

15,000 Documents

Unify's partners downloaded over 15,000 co-branded documents in 2013

Challenge

In 2001, Unify (formally Siemens Enterprise Communications) was looking for a better way to generate leads, nurture prospects and increase sales for their channel partners. Brand control, demand creation and time-to-market of new campaigns and content through their partners was challenging, and the channel marketing team had very limited control and visibility over performance. Both Unify and the channel partners didn't have the time and resources to keep partner websites up-to-date and sales reps operating at peak performance.

Unify needed a better way to accelerate their marketing efforts through the channel. That same year Unify forged a partnership with TIE Kinetix, a provider of Through-Partner Demand Generation Solutions, to launch their overarching, global channel marketing initiative called *Digital Channel*.

17,000 Leads

Generated over 17,000 leads in 2013 for Unify's partners

> "TIE Kinetix is not just helping our partners improve their website but is driving people to it, and alerting the partner as to what the prospect is looking for."
>
> *Robin Pilcher,*
> *Head of Global Channel Marketing at Unify*

Want to learn more about the global rebrand? Click here.

Solution

Unify's *Digital Channel* is an end-to end online Demand Generation and Sales Conversion solution that supports their partners in finding, engaging, nurturing and closing prospects throughout the entire sales cycle. Four key components of *Digital Channel* are:

An enhanced web experience for visitors to partner websites for Unify content

If prospects can't find what they are looking for, they are likely to leave frustrated, to look for the information elsewhere … and not come back to the partner's website.

Social syndication through the partner

Automatically tweets relevant Unify messages from the Twitter account of the Unify partner to their followers, increasing the social presence of the partner and leveraging the vast social reach of all partners combined. All tweets contain unique links to relevant, high-value Unify content displayed on the partner's website.

Email campaign management

An integrated, industry-leading email tool populated with a library of pre-built co-branded email campaigns. Templates contain unique deep links that drive the end user to the corresponding Unify landing page on the partner's website.

Sales Resource Center

Sales tools are provided directly to the partner's intranet or on the rep's desktop, smartphone or tablet. With just an internet connection, partner sales reps have access to the latest sales tools in real time to help them close sales. The convenience keeps the Unify brand top-of-mind over other alternatives.

Global Rebrand

Ten years into the Unify/TIE Kinetix partnership, a new challenge presented itself: Siemens Enterprise Communications made the strategic decision to rebrand globally. While facing the challenge of rebranding as a company, the partner community needed to be updated also at the moment the re-brand was announced. All partners needed newly branded content and collateral - and it had to be done instantaneously, with minimal resources, to the widest possible audience.

One thing a global rebrand does is bring all complexities of managing a brand in the partner channel into sharp focus, all at once. On October 15th 2013, all content, campaigns and sales tools were instantaneously syndicated across

"Now, whenever a piece of content such as a brochure is updated, the system automatically pulls it from our content management system and pushes it out to the websites of our partners. It performs complex tasks and yet is simple to use."

Robin Pilcher, Head of Global Channel Marketing at Unify

Unify's extensive partner supported by social media messaging and email campaigns through the partner channel in 49 countries and in 12 languages with zero channel marketing and sales downtime. While a global rebrand is unusual, it's a powerful example of the brand control and time and cost savings the TIE Kinetix demand generation and sales conversion solutions can offer.

Want to learn more about the global rebrand? Click here to learn more.

Overall Results

The *Digital Channel* is available in 12 languages, requires no partner training and is provided at no cost to their partners. There are no limitations to the amount of partners that can be enrolled, no limits to the amount of content housed within the solution, and updates can be done as often as needed. Unify can grow, update and optimize the solution while keeping their costs consistent and predictable.

2013 Accomplishments

- 17,000 leads were generated and delivered directly to Unify partners
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- There were 1.12 million page views of content from partner websites
- Nearly 40,000 tweets were sent to partner's Twitter followers
- Partners sent nearly 600,000 co-branded emails to their prospects/ customers

40,000
Tweets

Nearly 40,000 of Unify's Partners' Twitter followers receive partner branded tweets on a daily basis.

600,000
Email

Unify's partners sent nearly 600,000 emails through Digital Channel to their prospects/clients.

1.12
million

Over 1.12 million page views of Unify content in partner websites.



TIE Kinetix Solutions

TIE Kinetix transforms the digital supply chain by providing total integrated e-commerce solutions. These integrated e-commerce solutions maximize revenue opportunities by minimizing the energy needed to market, sell and deliver online. Customers and partners utilizing TIE Kinetix consistently benefit from innovative, field tested technology and are able to remain focused on their core business. TIE Kinetix develops cloud and license based solutions, and is backed with over 25 years of proven technology and awards.

- Market with: **Channel Demand Generation and Sales Conversion Solutions**
- Sell with: **E-Commerce Solutions**
- Deliver with: **Integration Solutions**
- Analyze with: **Business Intelligence Solutions**

TIE Kinetix has offices in the United States, the Netherlands, France, Germany, Switzerland, Austria, United Kingdom and Australia.

TIE KINETIX
total integrated e-commerce

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