

# Changing the mindset for through-partner marketing: Broadsoft

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# The requirement

## To deliver successful through-partner marketing campaigns for broadsoft

We needed to:

- Enable Service Provider partners to increase sales of Broadsoft's unified communications, team collaboration and contact center platforms to SMBs
- Equip Broadsoft partners with the expertise and resources to develop an insight-led approach to marketing their Broadsoft-based cloud communications offerings
- Establish a framework for how Broadsoft should support partners by leveraging Broadsoft insights, knowledge and resources to develop compelling campaigns and enable partner sales teams

## Some background on our client:

Broadsoft is the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world's top 30 Service Providers by revenue. The Broadsoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance. Broadsoft is transforming the business of communications, by delivering the technology, products and support that Service Providers need to help their own customers work smarter and stay connected.





# Our solution

## Through-partner marketing framework

Broadsoft wanted to enable Service Provider partners so to ensure we maximised partner engagement, we met with a number of key partners to establish the tools and integration methods that best suited them. With these insights, and in tandem with a combination of workshops with Broadsoft stakeholders and our own research into the key drivers of cloud communications adoption across the SMB market, we created a through-partner marketing framework and high-level messaging framework.

## Quarterly campaign planning

Our strategy was to use insightful, issue-led content to attract interest from prospects in the early stages of their buying journey, then building engagement with guidance-led content to help them evaluate the advantages of Cloud Communications. This was mapped to quarterly campaigns with specific themes, the first being 'Is your phone system holding you back or helping you fly?'



# What we did

## Build partner engagement

In the communications market, traditional cost- and price-led customer engagement are proving less and less effective. Many Broadsoft partners lacked the expertise and resources to develop insight-led marketing to generate new sales opportunities.

We had to:

- Engage partners with tools useful to them
- Help Broadsoft develop a new way of working with partners
- Deliver an integrated campaign toolkit that could be easily rolled out to selected partners



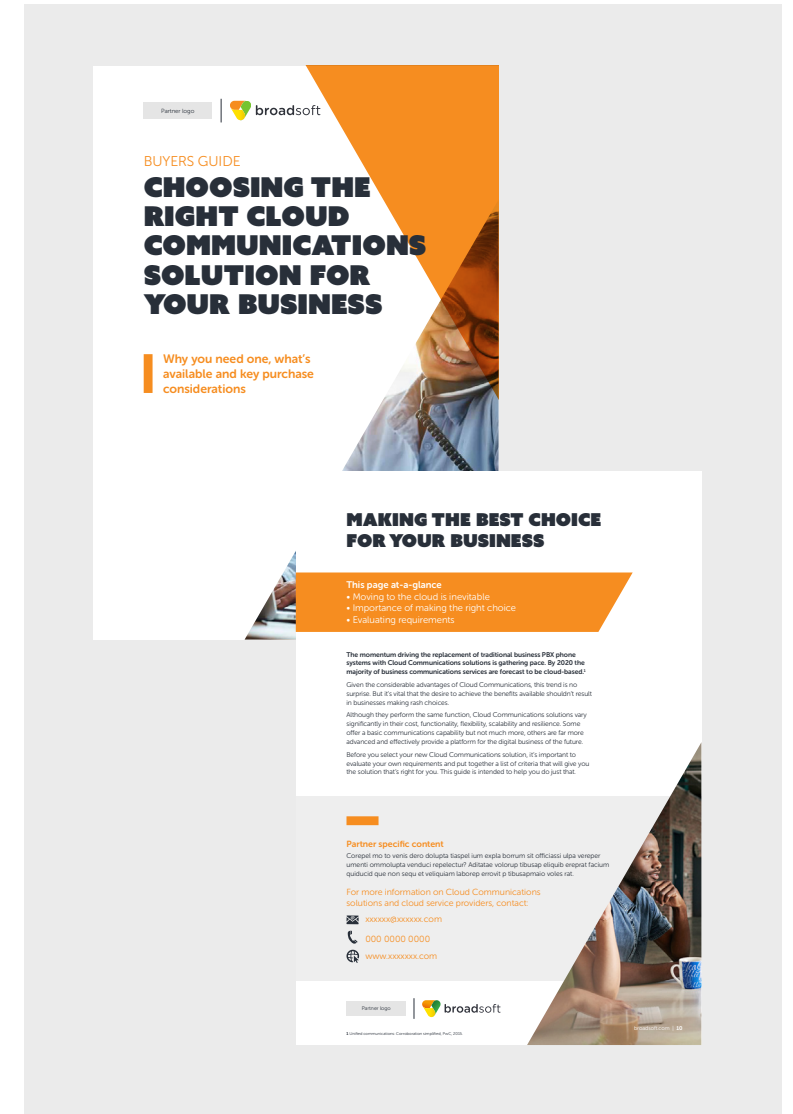
# More of what we did

## The campaign-in-a-box

We worked closely with Broadsoft to create a new framework for through-partner marketing that changed the way they work with partners. We then delivered a packaged 'campaign-in-a-box' that could be rolled out to selected partners, which included developing the campaign strategy and messaging and then building a full set of tools that would support an integrated marketing campaign.

## The new through-partner marketing framework:

- Included an overarching campaign theme, focusing on the message of 'Unleash your business's true potential with Cloud Communications'
- Included quarterly campaign themes that identified different areas to focus on for our 'Why Cloud Communications' story



# More of what we did

## The quarterly 'campaign-in-a-box':

- Achieved our strategy of insightful, issue-led content that continually attracted interest from prospects at each stage of the buying journey
- Helped Service Providers deliver an integrated campaign, using a full mix of inbound, outbound and sales-led activities
- Was a comprehensive and integrated campaign toolkit to be used by partners, including infographics, eBooks, emails, a Cloud Communications Buyers Guide, a Social Media Kit as well as landing page content

**IS YOUR PHONE SYSTEM HOLDING YOU BACK OR HELPING YOU FLY?**

1. Communications are a critical enabler of success

Mobility | Customer expectations | Staying competitive | Responsiveness | Collaboration

By 2025, mobile workers will account for nearly three-quarters of the US workforce.

75% of the workforce said to transition by the Millennial generation from 2012 and 2025 by 2025.

64% of employees expect their employers to fully embrace mobility of the office on their personal time.

2. The traditional PBX model was the norm and largely unquestioned

**Purchase** You buy the kit and install it in your office. **Ongoing management** An employee has to manage it.

**Maintenance** You pay a third-party to maintain it. **Upgrade** If you want more features, you pay for an upgrade.

**Outgrow it** If you outgrow it, you throw it away and buy a new one. **Failures = Serious disruption** If you experience PBX failures, you experience serious business disruption.

Traditional communications – the great divide between phone and IT systems.

Phone systems: Making and receiving phone calls. IT systems: Digital communications and information management.

The fact that both systems are essentially concerned with communications was considered irrelevant!

Today's communications – the worlds of telecoms and IT have converged.

Employees are mobile. Teams are virtual. IT has moved to the cloud.

The traditional on-premise phone system is no longer a match for modern businesses.

3. There is a better alternative

Cloud Communications offers a range of advantages over the current era.

Restore your info. Expand your opportunities. Connect up with. Ensure seamless responsiveness. Stay competitive. Work anytime, anywhere.

The longer you shackle your business with an outdated phone system, the more growth opportunities you're missing out on.

For more information contact: [communications@broadsoft.com](mailto:communications@broadsoft.com) or [www.broadsoft.com](http://www.broadsoft.com)

**IS YOUR PHONE SYSTEM HOLDING YOU BACK OR HELPING YOU FLY?**

See why your PBX is restricting your growth and how you can unleash your business' true potential

**BROADSOFT CAMPAIGN BRIEFING GUIDE**

Is your phone system holding you back or helping you fly?

**CAMPAIGN MESSAGING**

The central messages which the campaign is built around are summarized below:

<p><b>Communications are business critical</b></p> <p>Effective communications systems are now critical to every business as they represent an irreplaceable element of mobile workforce.</p> <p>As a result, customer and employee expectations are rising, customer and employee expectations are rising, customer and employee expectations are rising.</p> <p>The need to increase collaboration with business partners and customers.</p> <p>A rapid pace of change across markets and technology.</p> <p>Threats from lower cost competitors.</p>	<p><b>An outdated phone system damages growth</b></p> <p>The traditional PBX is no longer a match for the productivity of a business.</p> <p>The longer you shackle your business with an outdated phone system, the more growth opportunities you're missing out on.</p> <ul style="list-style-type: none"> <li>Lower productivity</li> <li>Missed customer expectations</li> <li>Lost customers</li> <li>Increased support costs</li> <li>Increased risk</li> <li>Increased capital expenditure</li> </ul>	<p><b>Unleash your potential with Cloud Communications</b></p> <p>Transitioning to Cloud Communications can give you a competitive edge over your business.</p> <ul style="list-style-type: none"> <li><b>Increasing productivity</b> - By enabling access to all the information from your employees' mobile, you can increase productivity.</li> <li><b>Expanding your opportunities</b> - Helping you find the contacts of digital leaders and their networks.</li> <li><b>Enabling business expansion</b> - By enabling multiple communication and collaboration across time and space.</li> <li><b>Staying competitive</b> - By ensuring your device supports the latest technology.</li> <li><b>Reducing your risk</b> - By allowing built-in network security.</li> <li><b>Enabling IT to add more value</b> - By having IT resources from multiple departments and functions available.</li> </ul>
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**BROADSOFT SALES BRIEFING GUIDE**

Is your phone system holding you back or helping you fly?

**THE BROADSOFT ADVANTAGE**

Although the initial focus of the campaign is to persuade customers of the benefits of transitioning to Cloud Communications, once they are engaged you will want to ensure that they choose your Cloud Communications solution. Selling a Cloud Communications solution based on Broadsoft technology gives you a significant competitive advantage.

The clear global market leader

- 26 Service Providers of top 30
- 40% Market Share!
- 1.3M Business Serviced
- Deployed Across 96 Countries

Unbeatable pedigree in Cloud Communications

- 15 year experience in Cloud Communications
- Longstanding commitment to innovation
- \$61m annual R&D spend
- 495 employees in R&D
- 495,500+ technology partners

Unique breadth of functionality

- UC One - integrating voice applications, UC tools and cloud storage
- Leading the way in high profile communications

**A RAPIDLY GROWING OPPORTUNITY**

An unstoppable march to the cloud services... is matched by the rapid growth of Cloud Communications

- 9 out of 10 organizations are already using at least one cloud application
- 30% forecast annual growth in the Cloud Communications market by 2025
- 48% of enterprises are now using a cloud-based productivity and email suite, up from 28% in 2014
- 6x - the increase in Cloud Communications systems share of the total market by 2020
- Digital native millennials will form 50% of the global workforce by 2020
- 32% of companies have already deployed Cloud Communications and 41% are evaluating it

# Our results

## A successful outcome

- Our campaign was met with very positive feedback from Broadsoft partners around the quality of the assets and the guidance provided
- The commitment demonstrated by Broadsoft in investing in the campaign has helped strengthen the levels of engagement with key partners
- International implementation in both the US and the UK
- One partner reported £1m+ of opportunities generated within 2 months of launch, as well as a 10% CTR from the outbound emails
- Another partner achieved over 1,500 visits to their campaign landing page in the first 5 weeks of the campaign running
- OneGTM has been asked to develop a second campaign utilising the same approach

## What our client said...



We've been really pleased with the results so far from the campaign that OneGTM developed. This approach was new for us, and we've had a great reaction from partners. OneGTM have done a great job supporting us throughout the process. The fact that they understand our industry and have experience both in the partnering space and in developing insight-led campaigns has been a real advantage. We're looking forward to working with them on further initiatives.

**Paul Rowe**  
Go To Market Director,  
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If you like what  
you've just seen...

**Let's talk**

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