



Objective

All Covered hosted a tradeshow for information security professionals in the Detroit, Michigan area. The campaign's objectives were to generate new leads, progress existing leads and maintain a leading presence in the information security community.

Approach

The trade show provided attendees with the opportunity to listen to educational presentations, ask questions of panelists and network. Sales teams interacted with attendees and All Covered's marketing department benefited from crowdsourced research by asking for customer concerns pertaining to cyber security

Benefits

The trade show helped All Covered increase valuable face-to-face meeting time with existing and potential clients, helping to generate new leads

Results to Date

New clients

Acquired from leads generated at the tradeshow

Clearer visibility

Provided through valuable face-to-face meeting with potential and current clients, helping to generate solid leads

All Covered uses IBM co-marketing funds to generate new leads and progress existing leads

IBM Business Partner All Covered, has helped organizations effectively manage the challenges of protecting critical business data. The firm's experience transcends a broad range of customers that include leading industry segments, working to accelerate security program performance and establish a firm foundation for continued success.

Campaign Highlights

- Whiteboard activity assisted marketing in crowdsourced research to understand attendee cyber security concerns.
- Responses were captured, along with a picture of the attendee, and posted on All Covered's Twitter account with customer's permission.
- AllCovered promoted the IBM® QRadar® Security Intelligence Platform in the tradeshow