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—Ile Ristov, Sales Manager, IBM Business Partner InTec System

Results

EUR 3.4 million

in VLRC (validated lead revenue created) from all events, with EUR 710,000 coming from a single conference

135 event attendees

on average, marking an increase from the previous year's 60 - 70 attendee average

Generated customer interest

by increasing brand recognition and promoting its ongoing partnership with IBM

InTec System strengthens its market position with IBM Co-Marketing support

Founded in 2002, IBM Business Partner [InTec System](#) delivers IT services and solutions including consulting, maintenance, project management and implementation support. Headquartered in Skopje, Macedonia, the company caters to organizations throughout Southeastern Europe, with a focus on the banking, financial and government sectors.



Co-Marketing
Best Practice

Challenge

No stranger to IBM Co-Marketing, InTec System previously worked with IBM to increase the number of events it could participate in—one of the company's primary methods to find and connect with new customers. And for 2019, InTec System wanted to focus its event strategy on its customers' security challenges, particularly those related to regulatory compliance.

"There weren't many players in the local market," explains Ile Ristov, Sales Manager for InTec System. "There were only one or two competitors that were dealing with cybersecurity, and they were doing it on an intermediate level." Wanting to react quickly to this opportunity, InTec System began planning with IBM, who it knew would be a critical asset.

"In this region, having a company like IBM behind your marketing gives you a lot of advantages," adds Ristov, "particularly when you are approaching those that are sensitive to security and cloud enablement, such as banks, the financial sector or governments."

Approach

Throughout 2019, InTec System participated in three separate conferences, all of which were backed by Co-Marketing funds. In the summer, the

business attended a joint IBM and Cisco event targeted at promoting security solutions. And in September, InTec System hosted a 45-minute session with one of its customers at the IBM Think Summit in Belgrade, Serbia. Finally, the Business Partner also used Co-Marketing support to organize and promote its own annual security-focused conference, inviting financial and public sector leaders from throughout Macedonia and the surrounding region.

Benefits

Thanks to the support of Co-Marketing funds, InTec System strengthened its market position and boosted its brand recognition across the region. "We've been able to make our events more professional," says Ristov. "We can more easily attract better speakers and C-level attendees. We're organizing events on a level that the technology we sell with IBM deserves."

And the market has noticed these improvements. Across the three supported events, InTec System realized EUR 3.4 million in VLRC, generating EUR 710,000 from the Think Summit alone. Similarly, participation for events has gone up as well. "Last year, on average, we'd see about 60 - 70 attendees for each conference," Ristov adds. "This year, we averaged 135."

Campaign highlights

Organized its own private security-focused event that targeted C-level executives

Hosted a 45-minute session with a customer at the 2019 IBM Think Summit in Belgrade, Serbia

Focused event activities on IBM security offerings including IBM® QRadar®, IBM Trusteer® and IBM Cloud Pak® technology

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—Ile Ristov, Sales Manager, IBM Business Partner InTec System

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