



Objective

As part of an ongoing strategy, Prolifics continues to use IBM Co-Marketing programs and funding when planning and executing its key marketing efforts.

Approach

To reinforce its position as a leader in working with IBM solutions, including the new IBM® Cloud™ Private platform, Prolifics increased the profile of its annual cognitive seminar using IBM Co-Marketing funds. The firm also capitalized on the IBM funds to launch a separate multi-touch campaign – featuring telesales calls, digital marketing, targeted emails and a seminar – focused on promoting its SAP-related services, supported by IBM integration and testing tools.

Benefits

Prolifics generated greater participation and interest in its seminar-based marketing efforts, leading to noticeably larger opportunity pools for its various campaigns.

Results

> USD \$1 million

in qualified opportunities thanks to the multi-touch SAP campaign

Increased web activity

surrounding the firm's SAP service and solutions pages

Nearly doubled

closed-won opportunities for its annual cognitive seminar compared to the previous year

Prolifics Inc. nets more opportunities with IBM Co-Marketing

Since 1978, IBM Business Partner Prolifics has provided its customers with superior business and IT solutions, including digital technology accelerators, deep technical expertise and comprehensive industry support. The business, headquartered in Calabasas, California, operates across Europe, North America and Asia, and it currently supports more than a hundred Fortune 1000 businesses.

Campaign Highlights

- Employed IBM Co-Marketing funds to expand the scope and focus of new and existing seminars
- Adjusted outreach plans to draw in the right people to its annual cognitive seminar – a limited capacity event
- Used 100 percent reimbursement funds to offset costs and increase focus on ROI for each campaign