



“We’re not a big company, so these Co-Marketing funds are very valuable in allowing us to focus on lead generation.”

—Trond Lunde, Founder, TheBplan AS

TheBplan AS generates leads in untapped markets with IBM Co-Marketing

A leader in data storage, IBM Business Partner [TheBplan AS](#) delivers to its customers the products, methods and solutions required to keep critical information safe, online and available. The business was founded in 2009, and it is presently headquartered in Oslo, Norway. Alongside its data security offerings, the organization specializes in storage and cloud-based services for the Norwegian market.

Objective

As a small business, TheBplan focuses its day-to-day efforts on supporting existing customers, leaving little time to initiate directed marketing programs. Instead, the firm routinely cooperates with its partners, such as IBM, to help facilitate these initiatives.

Approach

TheBplan employed IBM® Co-Marketing funds to drive an intensified cold calling and lead generation program that spanned several months in 2018. The company reached out to approximately 550 businesses.

Benefits

From these efforts, TheBplan gathered 25 new leads, which the firm anticipates will result in 3 - 5 closed deals over the next 12 months. Altogether, the business expects to draw in more than USD 400,000 thanks to this program.

Results

25 new leads

generated from cold calling efforts

>USD 400,000

in revenue estimated from new sales over the next 12 months

Draws interest

from previously untapped markets and customer pools

Campaign highlights

- Launched an expanded cold calling campaign, reaching out to roughly 550 new potential customers
- Refocused efforts on lead generation, helping the business pursue its 20 percent per year growth targets
- Spotlighted the strengths and capabilities of the IBM portfolio to attract new customers