



“We’ve worked with a few other partners, using their co-marketing campaigns. Believe me—IBM has no rivals. Their program is amazing and easy to work with. Thank you, IBM.”

—Luis Alonso, Business Manager, IBM Business Partner Software & Maintenance Cloud S.L.

Software & Maintenance Cloud S.L. builds a successful event with IBM

IBM Business Partner Software & Maintenance Cloud S.L. (S&M Cloud) was founded in 2013 to support its customers as they transitioned to the cloud. The business, headquartered in Madrid, maintains seven global offices spread across Spain, Argentina, Chile and Columbia, and employs over 200 consultants worldwide.

Objective

A comparatively small business, S&M Cloud regularly coordinates its marketing efforts with existing partners. And since 2015, the firm has worked extensively with IBM to develop various campaigns focused on the commercial and small and mid-sized business (SMB) markets.

Approach

In 2019, S&M Cloud took advantage of IBM Co-Marketing funds to support integrated telemarketing and email campaigns. The business also used these funds to promote its annual CloudDay event, one of its primary methods to generate new leads.

Benefits

With various programs in place, S&M Cloud expanded its reach, building new relationships and capturing market interest. In addition, the IBM-supported marketing efforts helped the company secure its first US-based customer.

Results

>10% lead conversion
closing five opportunities after the CloudDay event in a short period

~USD 60,000
generated in annual revenue with new service contracts from the event

Expanded reach
landing its first customer in the US thanks to a telemarketing success

Campaign highlights

- Developed multi-touch campaigns that incorporate email and telemarketing
- Hosted a well-attended conference with roughly 70 attendees from more than 40 companies
- Promoted IBM® Cloud™ technology, highlighting the technical and performance advantages over competing platforms