



Frantz Group Channel Solutions

Below highlights some of Frantz Group's channel experience and capabilities in preparation for discussing your channel needs and how we could help accelerate your channel success.

We have created and executed over one thousand channel programs since 1993. We have performed programs for hardware companies (i.e. IBM) as well as software companies (i.e. Dassault Systemes, ACCPAC). We have executed partner recruitment (recruiting new partners as well as current partners to participate in marketing campaigns), go-to-market programs, data acquisition, strategic services, lead passing, lead management and follow-up.

Frantz Group's integrated marketing for channel:

- Helps to assess current integrated marketing fundamentals and provide recommendations to align with goals and objectives
- Helps our clients/channel establish measurable and repeatable marketing processes and metrics to better understand your business and channel to grow it profitably
- Provides, where appropriate, an ongoing strategic consulting role to monitor progress and make corrective or directional recommendations
- Allows for an experienced "one stop shop" marketing resource to act as an extension of you/your channel's needs to help bridge any gaps or limitations due to lack of bandwidth, experiences, or resources.

Frantz Group provides go-to-market channel solutions that help technology companies meet their channel revenue goals and capitalize on the large revenue opportunity potential of the SME segment.

Channel recruitment - Are you looking to recruit more strategic channel partners to grow your pipeline and increase market penetration?

- Finding ERP reseller data is difficult – we have assisted large ERP providers in creating, cleansing, profiling and performing demand generation into the ERP reseller target audience.
 - Built database on behalf of client to identify and profile ERP resellers based on specific criteria: size of company, local/global presence and capabilities, industries, etc
- For one large ERP provider, was able to grow their reseller database by 7 fold, while identifying 6 potential partnerships over the course of 1 week of execution
- Assist in integrated approaches to generate more interest around becoming a channel partner for your organization (targeted by industry / geo)

Channel enablement - someone becomes a partner, now what?

- Are you looking to decrease your channel go to market timeframe?
 - We created a go-to-market website for IBM channel partners to assist their start up process
- What if you could create a more automated / repeatable mechanism for the on-boarding process of channel partners?
 - We have helped the channel with creation of collateral for use in sales and marketing
 - Identify and help source, segment, prioritize data
 - Creation of database

Channel Management/Marketing – Would you like more visibility into your channel's pipeline? Are you confident they are actively and strategically promoting your solution(s)?

- FG can ensure consistent messaging around your solutions across all channel
- FG can create standard reporting to allow for benchmarking by partner to understand what's working, what's not working, which partners may need more/less attention
- Potential for channel bundled packages/incentives due to economies of scale
- Special projects – Frantz Group hosted a demand gen webinar for partners to drive commitment to marketing and participation in their marketing programs



Large hardware channel program success

An 18 month channel marketing program that included a mixture of events and telespecting resulted in \$30M in pipeline, \$1.4M in closed revenue (which represents only a fraction of what was actually closed from our pipeline) and 125% of expected results for a large hardware technology company. The program was primarily focused on education and government plus some cross-industry..

Ongoing PLM channel program success

For 10 years, we have never missed a quarterly lead goal for this client. During the past 24 months, which included a very challenging economy, we provided them with a steady stream of nearly 3000 highly qualified leads. Over the past 5 years we managed and help build their marketing database with approximately one million contacts and several hundred thousand enterprises.

<http://www.thefrantzgroup.com/index.cfm/fuseaction/about.newsdetail/newsID/37>

Frantz Group scores C-level appointment followed by big win for very happy customer

With only 7 'touches' and over the course of just 6 days, Frantz Group developed a highly qualified C-level lead for a software client which resulted in a sale worth \$670K in licensing fees alone.

Also notable: This sale was closed in less than 6 months, against an industry norm of 12 to 18 months.

Successful year-long ERP campaign

A marketing leader at a top global ERP provider had this to say:

"The Frantz Group delivers! My year-long cold-calling campaign has been recognized by my peers as the leading lead-generating marketing activity within our global business unit. While contributing to the growth of our pipeline, The Frantz Group uncovered a lead that resulted in a big win! Additional, The Frantz Group delivers exceptional project management. I consider The Frantz Group a partner, and not merely a telemarketing agency."

ERP consulting company success story

Although a relatively new client (a little over a year), this ERP consulting company is happy with our results. They needed a full service marketing company who was comfortable with the complexity of ERP and skilled in lead generation and nurturing.

<http://www.thefrantzgroup.com/index.cfm/fuseaction/about.newsdetail/newsID/39>

DST, IBM & Frantz Group produce effective, professional, budget conscious co-marketing campaign

DST develops and markets software designed for automotive and heavy duty parts manufacturers and service professionals for whom productivity is also of major importance. Together, Frantz Group, IBM, and DST conducted a highly successful co-marketing campaign that included list acquisition, collateral development, data management, and telemarketing follow-up.

Large Fortune 100 technology company confirms quality results

73% of our leads made it into their pipeline

10% of our leads closed - more than 3x their previous vendor!

Those numbers are the result of an SMB lead generation model that is generating 200-300 qualified leads per month, across 10 different vertical industries (vertical message delivered on every call), *feeding both direct and indirect sales force.*

Other ERP or Channel successes

- For 2 years, we handled all the lead gen work (inbound and outbound) for JD Edwards – over 50 people
- Trained channel partners, recruited partners and did lead gen campaigns for ACCPAC prior to purchase by Sage