

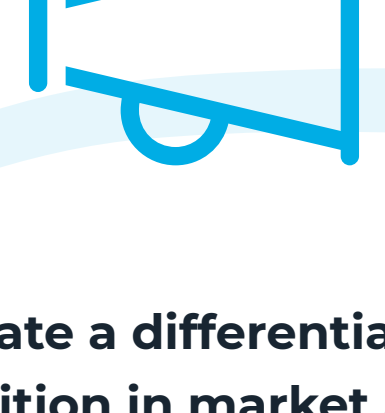


Are you ready to Accelerate your Hybrid Cloud Future Ready Infrastructure market position?

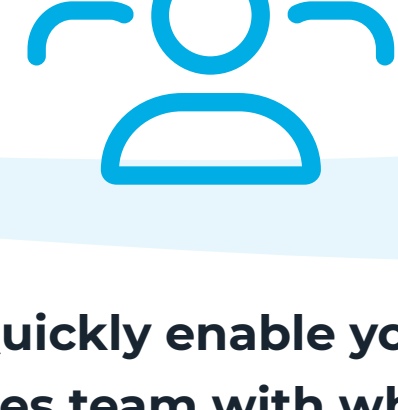
Reach and engage more customers, gain insight and drive demand.



Easily and quickly take UCS- x with Intersight to market



Create a differentiated position in market and increase customer engagement



Quickly enable your sales team with when, why and how to engage with customers

Launch-in-a-Box: What?

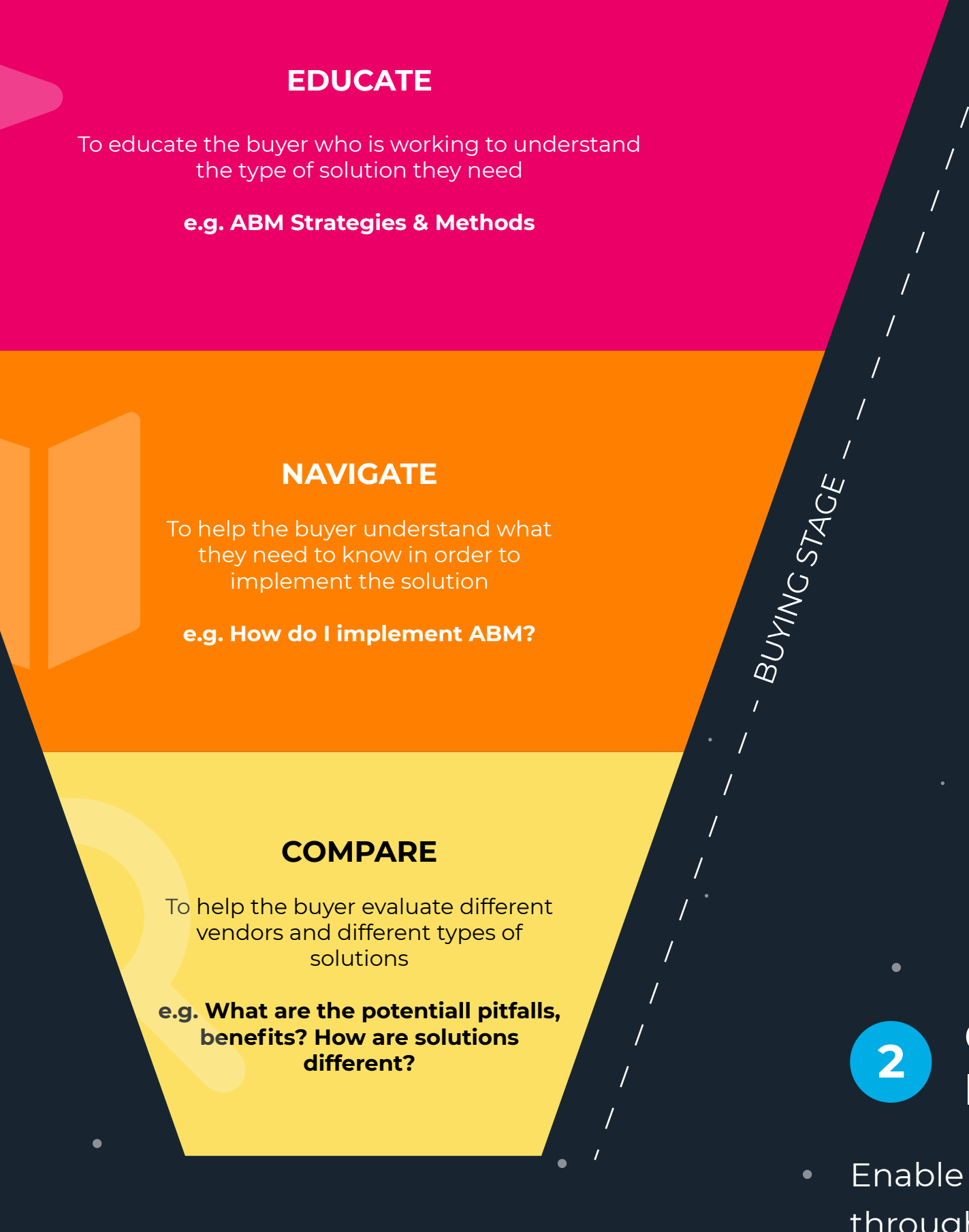
Prebuilt, customisable and commercial focused marketing program. Includes **innovative marketing assets** to **increase customer engagement** and lead generation.



You then have two options:

- 1 With all the assets needed to launch a campaign, Partner's can self-serve from [Cisco Marketing Velocity Center](#).
- 2 Ice Blue Sky will help Partners both **differentiate** and **generate demand** through Asset Personalisation & Account Based Marketing packages – focused on specific customer segments and Partner points of view and differentiation.

Guide the technology buyer through the buyer journey



1 Customer Maturity Engagement Tool

Integrated as part of your outreach campaign you can engage your customers and provide them with valuable guidance and insight, including:

- △ Their current landscape
- ⊗ What is driving change in their organization type
- ⊗ Their risk factors
- ≡ Their to-do list

The tool can also be used by sales teams, to engage Customers within meetings or as part of the sales process, providing valuable insight into the customers.

Achieve 30% uplift in next stage engagement levels.

2 Customer Use Case Interactive Video

Enable your customers to personalise their journey through the video, exploring only the use cases that are relevant – increasing buyers engagement with you by 66%.

Interactive Video delivers 10x increase in click-through rates. Share rate is 29% higher increasing solution awareness levels within buyers.

3 Microsite

Commercial positioning, centred around use cases.

The microsite acts as the core platform hosting your branded content related to the Hybrid Cloud campaign to drive conversion, supporting the buyer journey.

Full range of campaign assets, shareable content, social campaigns.

The buyer journey has changed... We can help you set the buyer vision.

Buyer trends are combining to make it harder to reach and influence buyers:



20 disparate buyers and 27 interactions to close a deal



Content and sales approaches need to be buyer centric, personalised to them, their industry and focused on solving their challenges.



The buying group, on average, will only spend 5% of their time meeting per partner / vendor



Account Based Marketing Programs, underpinned with Practical Demand Generation campaigns **allow Ice Blue Sky to deliver you results in the first 45 days** and the **long-term benefits of ABM.**

We will help you differentiate in the market and enable you to reach and influence buyers looking for your solution.

We will personalise the campaign marketing assets to support your differentiated position, customer segments and markets.

Contact Ice Blue Sky to understand how Cisco Marketing Velocity and Ice Blue Sky can help you win more business.

- francescab@icebluesky.com
- www.icebluesky.com
- www.linkedin.com/company/ice-blue-sky