
ENTERPRISE MOBILITY EXCHANGE CASE STUDIES

DELIVERING ROI FOR SOLUTION
PROVIDERS IN MOBILITY

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FOREWORD

The enterprise mobility space has expanded exponentially in the past decade, with solution providers across functionalities - apps, device management, security, and cloud - battling for the same companies looking to progress their mobile transformation journey.

Marketing professionals know firsthand the importance of separating the noise within their own industry, and positioning their brand and product to stand above the rest.

“Our role is two-fold: provide our engaged, senior-level mobility and IT audience with information that is pertinent to their roles and introduce them to solution providers with offerings to match their many needs,” **said Dorene Rettas, Head of U.S., Enterprise Mobility Exchange.**

Enterprise Mobility Exchange has worked with vendors large and small to help build brand awareness, generate leads, fulfill value propositions through a wide-ranging portfolio of custom content creation, syndication, and live, online events that puts messages - and solutions - in front of an audience of enterprise mobility decision makers and budget holders. The following is a deeper look at three of the partners who’ve found value in collaborating with Enterprise Mobility Exchange.

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GENERATING LEADS WHILE BUILDING ENGAGEMENT



AT&T has long been known as a telecommunications company, a carrier for the mobile phone age, driven by consumer-facing technologies. But the company's wide portfolio of business solutions has become a major staple for enterprises leveraging digital transformation initiatives, and where AT&T separates itself is in the cloud service provider space.

In 2017, AT&T continued its partnership with Enterprise Mobility Exchange to connect with its audience of IT administrators and Chief Information Officers across all industries, specifically to build awareness and generate leads around its NetBond cloud services as well as enterprise mobility management and security offerings.

In two surveys conducted by Enterprise Mobility Exchange in 2017, using its audience as

respondents, cloud was the clear leader in top IT priorities both in the current year and looking ahead to 2018, giving AT&T a captive audience with whom it could share its message.

"It's really critical for a company like AT&T to utilize this resource because outreach goes to SMBs and enterprises," said Asmara Hadi, Director of Business Marketing at AT&T. "It's important for us to leverage the subscriber base. What really helps us is the thought leadership voice and to build that credibility."

AT&T's partnership with Enterprise Mobility Exchange included a variety of programs, from monthly market report sponsorships to custom content creation and infographics.

"Traditional advertising is not the way to go in the new millennium," Hadi said.

"Looking at the workforce, no one is really watching TV anymore. Everyone is in some kind of device; most people are doing research this way."

That's where Enterprise Mobility Exchange adapts to the culture of its audience, with an omni-channel marketing approach through email campaigns, continuously growing social media presence, and other efforts to ensure partner messages are hitting the target audience.

"The infographics and custom content that we sponsor have really helped us generate leads and interest; these are tangible leads that can quantify sponsorship," Hadi said. "We want to be able to build customer engagement, and EME gives us the vehicle to accomplish those needs."

"It's important for us to leverage the subscriber base. What really helps us is the thought leadership voice and to build that credibility."

Asmara Hadi, AT&T



BRAND AWARENESS SHORTENS THE SALES CYCLE



When Alice Tran joined the Mobile Solutions team in 2016, she was given a remarkable challenge: build a lead generation program for the sales team from scratch.

Over the next few months, the Director of Marketing put a strategy into place, and part of that solution roadmap led her to Enterprise Mobility Exchange, an online community focused on bringing news and awareness about the space to its global audience of CIOs, VPs, Directors, IT administrators and decision makers.

“Our plan was to create brand awareness, educate prospects, and generate leads,” Tran said. “In looking at Enterprise Mobility Exchange, we found a respected thought leader in mobility, and I knew it would fit perfectly into my lead generation program.”

Mobile Solutions is known for its full-lifecycle managed mobility services with SMBs

and enterprises alike. The solution provider’s in-house marketing team is constantly creating content in the way of infographics, best practice guides, and case studies. For that reason, Tran pinpointed one of Enterprise Mobility’s portfolio offerings that would align perfectly with her strategy.

Taking advantage of the content syndication program, which enables Mobile Solutions to have its content represented on Enterprise Mobility’s website, then pushed out to its audience through weekly newsletters and dedicated e-blasts to its audience of thousands of industry professionals, along with social media channels, Tran has seen a difference in the sales cycle.

“In the past, there never was a lead gen program, and our (sales) team was always cold-calling,” Tran said. “With this program, we’re receiving leads

on a weekly basis and handing them off to the sales team. They’ve been coming back to me and saying that it’s ‘so nice talking to someone who already knows who we are and understands how we can help them.’”

The partnership between Mobile Solutions and Enterprise Mobility Exchange is more than just a client interaction, Tran said. “Working with the EME team is great. They’ve developed a relationship with us and have been tremendously helpful in getting our campaigns launched. We’re really excited about continuing that relationship.

“With EME the differentiator is that we’re reaching the mobile space,” Tran continued. “These are our prospective clients, and we’re now able to educate them and we know we’re speaking with vetted end-users while working with a reliable source.”

“(The sales team) has been coming back to me and saying that it’s ‘so nice talking to someone who already knows who we are and understands how we can help them’.”

Alice Tran, Mobile Solutions



GAINING MARKET INSIGHT THROUGH COLLABORATION



From Gartner's "Cool Vendor" award in 2016 to an AOTMP Mobility Award in 2017, PowWow Mobile has quickly become widely known for its rapid mobile application development platform that allows businesses to create their own custom applications, quickly and seamlessly extending the back office to any mobile device.

At the start of 2017, PowWow embarked on its first program with Enterprise Mobility Exchange, engaging in a field survey to a global audience of mobility influencers, which would then be used to create a custom report with additional insight from analysts and end users.

"We've worked with a lot of different providers on custom content," said Kristen Rachels, PowWow's VP of Marketing. "Sometimes I want their ideas in market visibility to steer my direction, but it doesn't work out that way. With EME,

we found a collaborative partnership with people who understand the market's pain points. They're the only vendor that 'gets it.'"

Enterprise Mobility Exchange and PowWow collaborated on a series of survey questions that would help gain insight for both companies, crafted around the RMAD space and how enterprises were handling their application development practices. After a four-week data-gathering period, the results were analyzed and used for the custom report, which would then be promoted through EME for an eight-week period.

"The survey is something we traditionally do with the big analyst houses," Rachels said. "But we usually have little to no ability to really dig in to the questions; we're usually forced to ask in an analyst way. With this project, we were able to ask what and how we wanted. Having the survey done in a

flexible way was great."

Additionally, Rachels said, the custom report was also a nice change of pace. Rachels worked directly with the EME team to go over copy and layout ideas for the end result. "It wasn't a staunch white paper," she said, "and other vendors don't allow that kind of relationship."

The project was completed with a follow-up infographic based on the results of the survey, which proved its shelf life long after the promotional period came to a close in mid-June.

"We've utilized (the infographic) in our own emails since then, and it's the most-clicked asset in our promotions after all this time," Rachels said. "We're less concerned about lead generation and now it's more about utilizing those pieces for our sales guys. Having that long-tail result has really been great."

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Kristen Rachels, VP of Marketing, PowWow Mobile

