



ELEVATING PARTNER EXPERIENCE

StructuredWeb Helps Wick Hill Drive Innovation & Create Industry Buzz with Superior Partner Portal



Wick Hill is a leading distributor of network security product with a rich history of loyal resellers and happy customers. The award-winning company has created a diverse channel of trusted cyber security resellers and can credit their success to an emphasis on value-added services, particularly their extensive marketing support.

StructuredWeb Solutions:

- Partner Marketing Portal
- Channel Marketing Automation
- Integrated Marketing Tactics
- Channel Analytics

Results:

4

industry award nominations



channel ROI
partner loyalty
cross-sell revenue

Overview

Wick Hill supported their channel of resellers with a disti-concierge marketing service, but their process of obtaining, adapting and providing resellers with relevant vendor content and ready-made campaigns was manual and time-consuming. In order to replace this laborious process, Wick Hill was searching for a platform that would help them:

- Streamline workflows and interfaces for partners
- Automate functionality to boost marketing execution
- Increase the breadth of available marketing tactics to include social media
- Unify brand messaging and ensure high quality communication to end customers
- Optimize marketing ROI

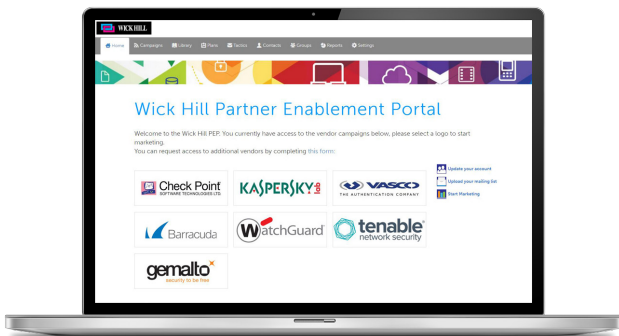
Wick Hill had searched for the right platform with two other Channel Marketing Automation providers, but quickly discovered that they fell short of fulfilling all of their technical needs.

Solution

After a thorough evaluation, Wick Hill found that StructuredWeb's Channel Marketing and Management platform met all of their requirements. StructuredWeb enabled Wick Hill to create their vision of a partner portal, which they call the Partner Enablement Portal (PEP). With **advanced marketing automation technology, a library of rich content, over 15 integrated channel marketing tactics like webinar syndication, social media syndication and syndicated microsites, closed loop reporting and a real-time channel analytics dashboard**, Wick Hill was able to create the ultimate marketing portal for their reseller partners.

The technology provided through the StructuredWeb platform takes Through Channel Marketing to a whole new level and pushes the boundaries of what has been achieved for IT Security resellers and vendors.

*Barry Mattacott
Marketing Director
Wick Hill*



“We have been overwhelmed by how positively PEP has been received. It provides vendors with an effective way to distribute their content whilst increasing reseller usage. Resellers are able to send more effective marketing campaigns, which are quick, simple, and easy to use. It also gives resellers the opportunity to get involved with all aspects of the marketing mix, including activities they previously may not have had the time to do,” said Nick Wright, Marketing Executive at Wick Hill.

Results

In less than a year, Wick Hill has already achieved mega success and industry recognition. By adding their expertise, initiative, and high standards to the advanced technology of the StructuredWeb platform, Wick Hill achieved their vision of a **robust partner portal and amazing customized experience for their partners that immediately boosted engagement and execution**. Wick Hill’s vendors love the system because it helps them launch more messaging in more marketing spaces while helping to ensure that each touchpoint is on brand.

Industry-wide recognition: Wick Hill has been nominated for four prestigious awards in the industry for the superior experience they are providing to partners through the StructuredWeb platform.

Increased marketing execution: At no extra cost, partners can easily execute integrated marketing campaigns to grow awareness of their brands.

Increased partner loyalty: Partners are so impressed with the user-friendliness and value of their partner portal that Wick Hill has seen an immediate spike in recurring business.

New Cross-Sell Opportunity: With easy access to multiple vendors’ content and the right marketing support, resellers are taking advantage of other vendors on the platform.

Increased Channel ROI (for everyone): Partners can grow brands and reach more end customers. Vendors receive higher engagement and generate more pipeline. Wick Hill receives industry recognition as well a growth in business.