



Case Study



CHANNELWORKS LAUNCHES SMB WIRELESS EMAIL/PIM STARTUP FIRM IN EUROPE AND NORTH AMERICA

Organization: 4SmartPhone, Inc.
Solution: Hosted email and PIM solution provider for SMB
Location: Phoenix, Arizona

Founded in 2004, 4SmartPhone offers complete mobility for individual and small/medium business professionals through a simple-to-use, secure, hosted service that provides access to your personal and company email, calendar, contacts and other information, via Microsoft Windows Mobile devices as well as most data-enabled phones, smartphones and wireless PDAs.

The Challenge

As a new player in a very competitive and confusing wireless email market, 4SmartPhone needed to determine quickest (and most cost-effective) routes to market. Differentiating the 4SmartPhone service and distributing it to “the masses” of SMB companies and individuals proved to be the greatest challenge for this young, cut edge company.

ChannelWorks was asked to assist 4SmartPhone in determining the best way to sell and distribute their hosted mobility solution.

The Solution

ChannelWorks developed strategic and tactical plans, in collaboration with 4SmartPhone, in the following areas:

Channel Strategy and Segmentation

Given the considerable size of the market, and the importance of speed-to-market, our primary routes were to be through indirect sales channels that service individuals and small medium business - Online Retail, Device Manufacturers, Wireless Carriers, Platform/OS Providers and SMB Resellers. The determining factor in selecting these channels was their effectiveness in reaching our target customers cost-effectively and quickly.

Partner Readiness

ChannelWorks developed internal infrastructure, processes, programs and supporting collateral/website to ensure 4SmartPhone was market and partner-ready.

Partner Program Launch and Business Development

ChannelWorks signed on as interim channel executives to fill in management gaps and ensure seamless entry into channel business.

The Results

- 4SmartConnect Global Partner Program was launched at CTia in March 2005.
- Signed key partnerships within first 3 months of official program launch:
 - Signed three major partnerships with 6 months:
 - Synchronica.....
 - Thoughts Media.....
 - SmartPhones Telecom AS/Dangaard Telecom (the largest distributor in Norway and sister company to Dangaard Telecom, the largest pan-European distributor of cell phones) in August 2005.
- In discussions with mobile operators and resellers.

“ChannelWorks was instrumental in jump-starting our recruitment efforts and helping us identify the best candidates to match our enterprise level partner program” – Patrick Gilbert, CEO – 4SmartPhone

