



Case Study

CHANNELWORKS DEVELOPS INTEGRATED PRE-SALES TOOLS FOR SECURITY COMPANY

Organization:	Mirapoint, Inc.
Solution:	Developer of email security solutions and services
Location:	Sunnyvale, California
Employees:	150

Mirapoint is a leading provider of solutions for message networks used by service provider, enterprise, education and government institutions. Founded in 1997, Mirapoint is managed by industry veterans who have built, managed and operated profitable businesses. Headquartered in Sunnyvale, CA, the company has more than 600 customers worldwide with more than 40 million mailboxes deployed.

The Challenge

Mirapoint was evaluating their channel partnering strategy to determine best approaches to developing a value-added channel to sell and support the RazorGate secure email gateway product line.

ChannelWorks was asked to assist in the development of key recruitment and go-to-market tools to help continue channel momentum and achieve customer acquisition and revenue objectives for the next calendar year and beyond. The programs were done in phases to aid in measuring the effectiveness of each program.

Upon the successful completion of **Phase I** - recruitment, Mirapoint then wished to accelerate partner sales in Q3 and were looking for innovative and effective ways to jumpstart the sales efforts of new partners recently recruited. ChannelWorks was asked to assist in the development of a sales acceleration program designed to kick-start Partner sales of the Razorgate product line as part of **Phase II**.

The Solution

ChannelWorks worked with Mirapoint to establish a go-to-market strategy and set of supporting presales tools.

Phase 1 – Jump-Start Go-To-Market Program

- Researched and documented competitive product and channel offering to ensure Mirapoint was delivering a competitive offering to partners.
- Developed a “channel” brand for all packaging, tools and collateral that seamlessly integrated with the RazorGate product brand and Mirapoint corporate brand.
- Developed RazorGate product and partner value propositions.

- Developed CD-based Channel Partner Toolkit – design and content (sales certification training, co-marketing materials, customer presentations, email security selling guide).



Phase II – Partner Sales Acceleration Program

ChannelWorks developed a Mirapoint-sponsored, global “Seminar-in-a-Box” program to assist partners in quickly identifying and closing new business.

CD/Online-Based Seminar Kit: A turnkey package with all the necessary tools and guidelines for a partner to deliver a Mirapoint-sponsored solution-based seminar for their customers. Key components:

- **Seminar Kit Packaging and Companion Resource CD:** CD included a micro-website format with links to content areas and tools. The entire kit was packaged in a slim DVD case for high-impact and easy distribution.
- **Scripted Seminar Presentation – ‘Best Practices in Email Security’:** A professionally developed, fully scripted PowerPoint presentation template that Partner customized with company marketing messages, products and services.
- **Planning Tools:**
 - **Seminar Program Guidelines** –financial support program & “how-to” guide for conducting a professional seminar.
 - **Budget Analysis Worksheet** – expense tracking.
 - **Plan- At- a-Glance** and **Seminar Planning Checklist** - comprehensive, week by week seminar planning maps to guide the process.
 - **Expert Speaker Guidelines** – guidelines, tips and resources for qualifying, selecting and industry expert speakers to enhance quality of event.
- **Tracking Tools:**
 - **Results Tracking Form** – tracks sales leads and closed business.
 - **ROI Calculation Worksheet** – tool to determine return-on-investment and to plan future events.
- **Pre- and Post- Seminar Communication Vehicles:** invitation template, telemarketing scripts, seminar agenda, seminar evaluation form and follow-up letters/emails.

The Results

Delivery of a complete suite of programs and supporting deliverables designed to drive partner **education**, **adoption**, and **participation** resulting in strong partner relationships and accelerated sales for the Razorgate product line.

“The program and tools ChannelWorks developed helped us quickly demonstrate our commitment to our channel partners.” –
Mirapoint Channel Sales Manager