



## Case Study

### **CHANNELWORKS BUSINESS DEVELOPMENT EFFORTS RESULT IN VOCERA COMMUNICATIONS INSTALLING WIRELESS SYSTEMS INTO 12 NEW CUSTOMER SITES IN FIRST THREE MONTHS**

Vocera Communications recruited 17 channel partners and netted 12 new wireless communications installations via the channel within the first 2-3 months of product shipment after enlisting the help of ChannelWorks to jumpstart channel partnerships.

**Organization:** Vocera Communications  
**Solution:** Wireless Voice Communications Enterprise Software  
**Location:** Cupertino, California USA  
**Employees:** 125

Vocera Communications developed a wireless voice communication system to enhance customer service, productivity and teamwork through organizations. The company, headquartered in Cupertino, Calif., was founded in March 2000 by a team of technology professionals with years of experience designing complex network-based software and hardware systems. The Vocera Communications system is designed for business environments where the workforce is highly mobile, geographically dispersed across buildings or a corporate campus and has ongoing, real-time communications needs.

#### **The Challenge**

Vocera wanted assistance in developing and evaluating their channel strategy prior to their first product and company launch. The goal was to:

- Assess the current situation and define, profile and recruit the “ideal” partners for Vocera based on a unique set of sales, technical and market requirements.
- Identify partners aligned best with Vocera’s business model and current capabilities.
- Initiate contact with five to eight key potential partners at the executive level and set up preliminary discussions.
- Develop high level partner recruitment program designed to motivate and close partnership opportunities between Vocera and targeted partners.
- Uncover new business opportunities for Vocera across industries and within the channel.
- Ensure that ongoing and dynamic support i.e. ownership, execution, accountability, processes and systems were available and in place prior to recruitment.

## The Solution

Several meetings with key executives at Vocera were conducted to develop and sharpen a profile of the "ideal partner" that would fit the requirements necessary to survey, install and support the Vocera solution in enterprise customers nationwide.

1. An initial list of approximately 150 channel solution provider companies was compiled from business networks and industry sources who matched initial partner profile attributes.
2. The list was culled down to 35 potential solution partners that matched the profile.
3. Initial contacts were made by phone and e-mail. Phone interviews were conducted with selected partner executives and follow-up meeting were scheduled with Vocera.

## The Benefits

### Engagement Benefits:

- Speed-to-market through jumpstart business development efforts - 8 partnership discussions initiated within one week.
- Introductions made at the Vice President level or above within solution partner companies.
- First-hand channel intelligence prior to launching the product.
- Tested product concept and market viability with potential partners.
- Support for indirect channel strategy -- ammunition for investor meetings. Vocera secured next round funding from investors.

### One Year Later:

- 17 channel partnerships signed by mid-year.
- 12 new customer installations within 3 months of new product shipments (September 2002).
- New solutions developed as a result of partnerships. For example, nurse call- system integration.
- Although Vocera's target markets are retail and healthcare, their channel partners have introduced them into the education and government markets.

"When you are launching a new product concept into the market, there are a myriad of channel options available. The landscape can be confusing and choosing the right partners can make the difference between success and failure. ChannelWorks helped us understand our options and created a profile for the "ideal partners" to see our solution. Then, they used their extensive network of solution providers to make introductions to us to potential partners. They really helped us kick start our channel strategy " - Brent Lang, Vice President of Marketing, Vocera Communications