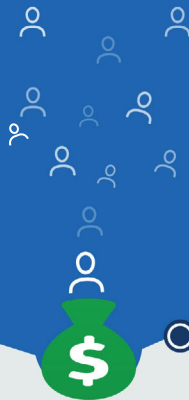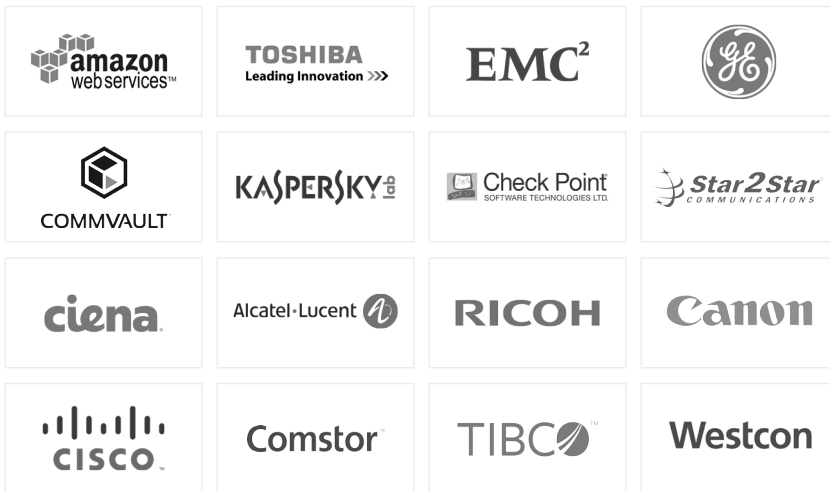# StructuredWeb

Channel Marketing's Most Innovative and Comprehensive Software

StructuredWeb

StructuredWeb supports channel marketing for the world's premier brands.

amazon web services™
TOSHIBA Leading Innovation >>>
EMC²
GE

COMMVAULT
KASPERSKY lab
Check Point SOFTWARE TECHNOLOGIES LTD.
Star2Star COMMUNICATIONS

ciena
Alcatel·Lucent
RICOH
Canon

CISCO
Comstor
TIBCO
Westcon

"The partner engagement and ability to drive marketing with StructuredWeb's tools changed our partners attitude about marketing in general. We were able to reach ROI that is scalable and repeatable across different segments and markets."

Senior Director, Global Partner Marketing, Cisco Systems

StructuredWeb delivers:

✓ Superior Partner Support

✓ Increased Marketing Engagement

✓ Maximized Channel Revenue

✓ Optimized Marketing ROI

30,000+ | 100

Over **30,000 resellers and channel partners** are driving demand through our solutions

Over **100 Technology brands** are promoted through our marketing automation technologies

17+ Years in Channel Marketing

Developing the best technologies and the best channel marketing strategies

A dedicated team of channel marketing advisors that is always there to help our customers

How It Works

StructuredWeb provides a holistic solution to channel marketing, and we make it all possible from one platform in the cloud.

Our solution helps you:

- Create engaging programs
- Recruit and onboard partners
- Execute co-marketing campaigns
- Capture and nurture partner leads
- Measure marketing performance

Scale your channel marketing and reach more customers by automating your integrated programs through thousands of partners at once.

Our advanced technology and comprehensive solutions make it easy to execute marketing programs that drive engagement with channel partners and demand with end customers.

One Integrated Platform

Create Programs → Onboard Partners → Generate Demand → Nurture Leads → Optimize Performance
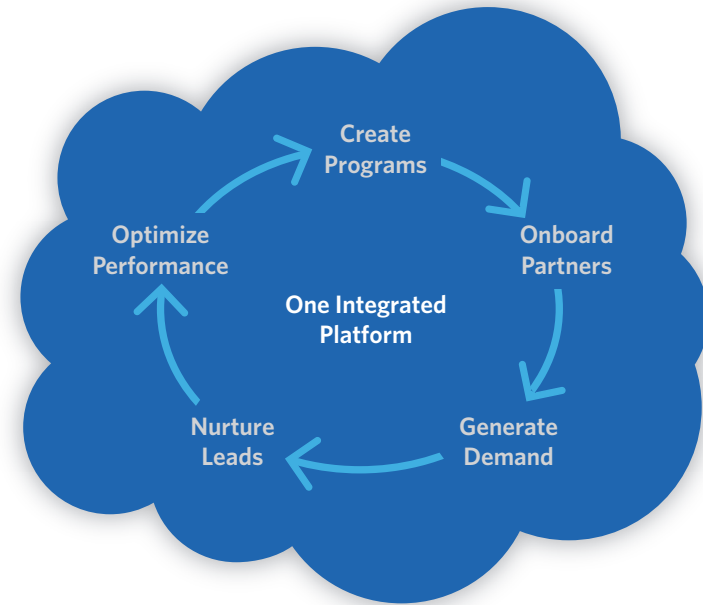
How We Do It

- Scalable and simplified channel processes
- Dynamic content management system
- Comprehensive partner engagement models
- Real-time channel analytics
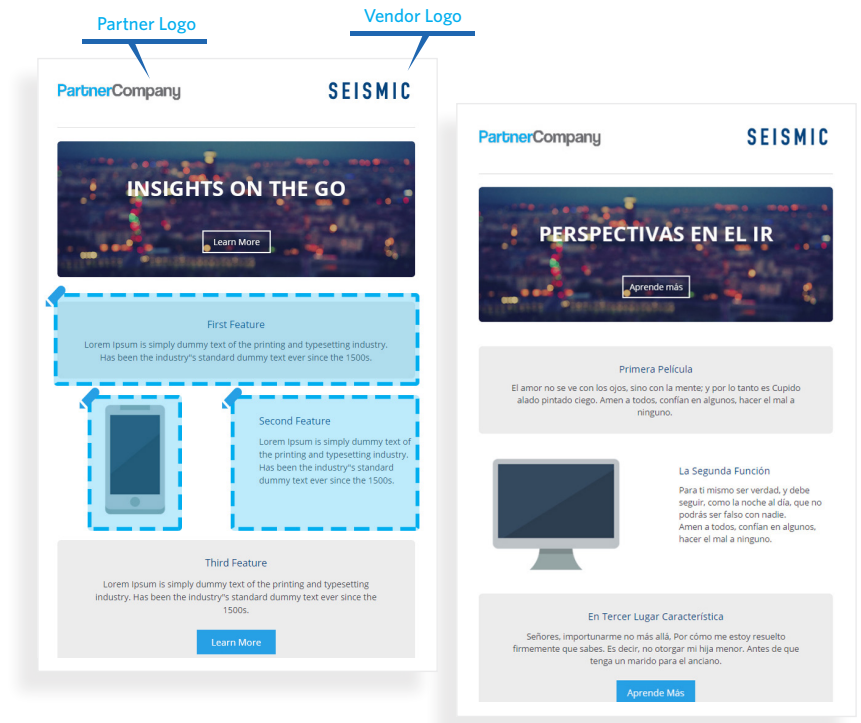- Seamless integrations

Accelerate Content Set Up

To enable an effective global content strategy in your channel, content should engage all partners in marketing. StructuredWeb streamlines your setup with "channel-friendly" content that is easily customizable by your local reseller partners. The StructuredWeb platform provides each partner with the relevant marketing assets they need to execute your marketing effectively.

Partner Marketing Library: Upload, store and share marketing assets with all of your partners from one centralized content repository.

Content Management: Control how content is shared with and edited by each partner. Consistently feature new campaigns and keep content fresh.

Point & Click Asset Templates: Create marketing assets that are easily customizable and scalable across partners.

Automatic Co-branding: Make your assets instantly valuable to partners with automatic co-branding.

Partner Logo   Vendor Logo

PartnerCompany   SEISMIC

INSIGHTS ON THE GO

Learn More

First Feature
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Has been the industry's standard dummy text ever since the 1500s.

Second Feature
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Third Feature
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Has been the industry's standard dummy text ever since the 1500s.

Learn More

PartnerCompany   SEISMIC

PERSPECTIVAS EN EL IR

Aprende más

Primera Película
El amor no se ve con los ojos, sino con la mente; y por lo tanto es Cupido alado pintado ciego. Amen a todos, confían en algunos, hacer el mal a ninguno.

La Segunda Función
Para ti mismo ser verdad, y debe seguir, como la noche al día, que no podrás ser falso con nadie. Amen a todos, confían en algunos, hacer el mal a ninguno.

En Tercer Lugar Característica
Señores, importunarme no más allá. Por cómo me estoy resuelto firmemente que sabes. Es decir, no otorgar mi hija menor. Antes de que tenga un marido para el anciano.

Aprende Más

Content Translation: Ensure that partners can leverage your assets to communicate with their customers by making content readily available in partners' native language. We offer translation into 80+ languages.

Through the StructuredWeb platform, content becomes scalable across diverse partners and adaptable to local markets, enabling you to execute an effective content strategy that drives global demand.

Boost Channel Engagement

Capturing partner mindshare is the first critical step to successful partner programs. When partners are interested and have quick, easy access to the right content, their engagement and marketing execution increase. Here's how we raise awareness and ensure that your resources are leveraged most effectively.

Market to Your Partners

Our automated to-partner marketing capability gives you the tools to segment and market the right programs to the right partners to increase program adoption rates.

Personalize Portals for Partners

Through personalized portals, you can provide partners with quick and easy access to the content that is relevant to their business and customers.

Leverage Partner Diversity

Partners are diverse. When you can cater to the needs of all partners and leverage partner diversity, you unleash the full revenue potential of your channel programs.

Partner Engagement Models

Self Service Partner Marketing

Provide partners with an easy-to-use portal to customize, translate, download and execute marketing assets in minutes.
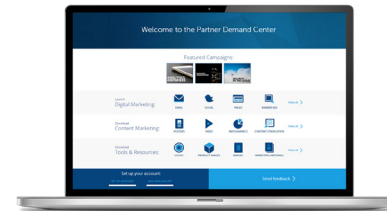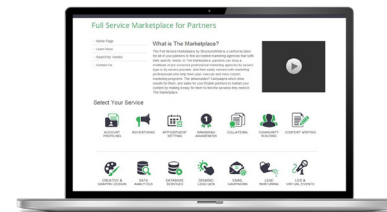
Marketing Concierge

Support partners with a marketing concierge that can scale your ability to execute marketing campaigns for any number of partners.
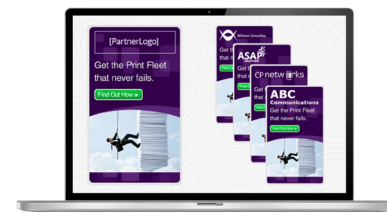
Full-Service Marketplace

Provide partners access to a marketplace of accredited agencies where they can use MDF dollars to order creative and consulting services.

Execute Multi- Touch Marketing
18 Ways We Drive Demand

Direct Marketing	Content Marketing	Online Advertising	Social Syndication	Content Syndication	Lead Management
Email	Webinars	AdWords	LinkedIn	Microsites	Forms
Direct Mail	Events	Display	Twitter	Embedded Content & Product Catalogs	Trackable Number
Telemarketing	Video	Retargeting	Facebook	Documents	Nurturing
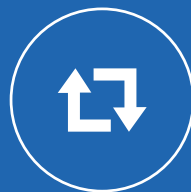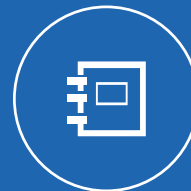
Manage Leads and Increase Conversions

Support partners with best-in-class lead-management programs, and get the most out of your partner marketing activities.

With StructuredWeb Lead Management you can provide partners with proven lead-capture tools to generate more qualified leads:

- Automate nurturing programs that turn warm leads into opportunities.
- Pre-qualify leads to make sure they get the attention they deserve.
- Increase conversion rates with automated lead alerts.
- Help close more deals and expand your revenue.
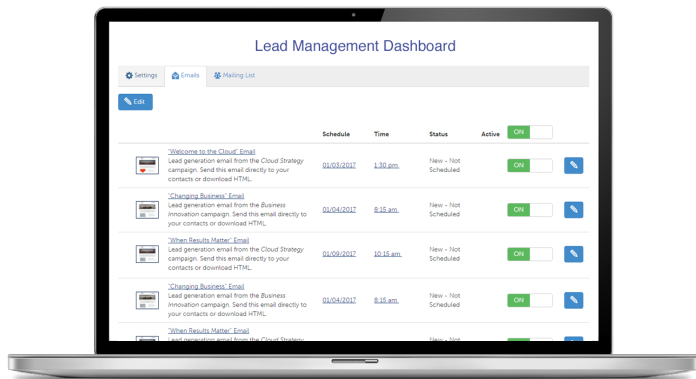
Capture

Provide partners with effective lead capture tools to generate more qualified leads.

Nurture

Automate nurturing programs that turn warm captured leads into opportunities.

Score

Qualify and score leads to make sure they get the attention they deserve.

Convert

Send detailed and timely lead alerts to partners' sales teams, so more leads can be converted to sales.

See the Whole Sales Cycle

Our lead management tools give you greater visibility into the success and progress of the leads you pass along to your partners. This valuable data helps you refine your marketing strategy and communication in order to close more deals, step by step, prospect by prospect.

Automated Lead Distribution

Automated lead distribution tools seamlessly pass leads from your vendor CRM to a partner's portal where lead stages can be updated and converted into opportunity. Campaigns can be automated to follow the lead ensuring a continuous marketing effort as the lead progresses through the sales funnel.

Opportunity Management

Our opportunity management system lets your partners track every step of their sales process, increasing the probability of closing each deal. Visibility into the stages of a sales qualified lead also helps you ensure that partners never miss a step in the sales process.
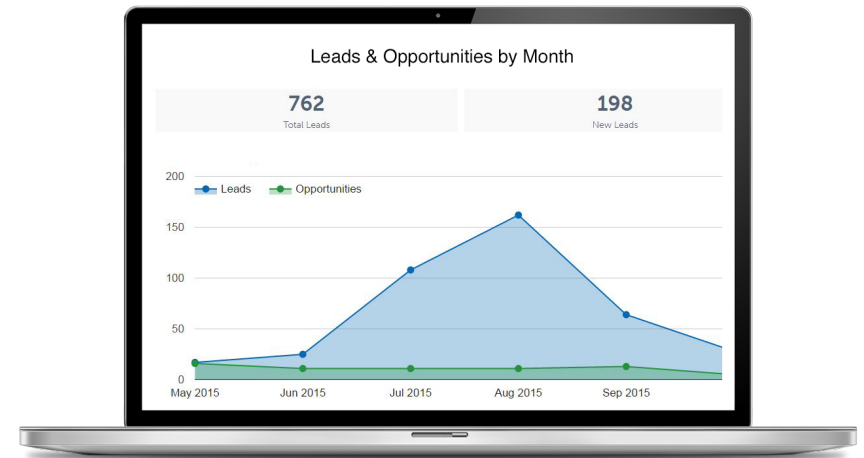

Deal Registration

Our seamless integration with your partners' deal registration tools gives you clear visibility into the full sales cycle, from potential lead to final sale. Tracking a lead's progress helps you reduce channel conflict and ensure that every sales opportunity is managed effectively.

Get Real-Time Insights

Whether you want to measure the success of an entire campaign, marketing program, channel partner, or specific marketing asset, StructuredWeb Marketing Analytics is the only channel metrics tool that provides you with a real-time picture of your channel marketing performance.

With that type of visibility you can analyze aggregated data, measure partner performance, optimize campaigns, and leverage closed-loop reports to understand how your channel marketing dollars convert to sales.
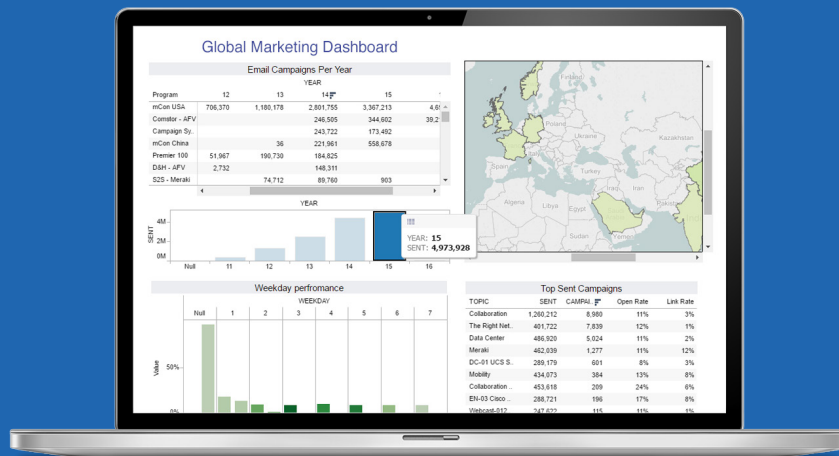
Campaign Optimization

Raise the bar on partner performance and easily optimize campaigns within minutes.

Big Data Analysis

Aggregate all your partner results into one report so you can spot market trends and opportunities.

Marketing Analytics

Measure and track impressions, partner execution, and program performance with real-time visibility.

Channel Reporting

Leverage your channel analytics with closed-loop reporting so you can maximize your revenue marketing ROI.

Communicate in Every Language

To fully leverage the sales power of foreign partners, organizations need to communicate with and support partners in their local language. StructuredWeb connects you to the tools and resources needed to engage your globally diverse partners in marketing.

Multilingual Platform: Our fully translated interface, available in 18 languages, helps your partners locate content quicker so they can execute more marketing.

Content Translation: We provide content translation in 80+ languages so that your partners get instant access to existing assets in their local language.

Virtual Partner Marketing Managers: A robust concierge gives your partners the support they need in their local regions.

**Global Online Support:** You and your partners receive 24/7 online support.

Incorporate All Your Solution Providers

Channel marketing technology does not exist in a vacuum. In order to create a truly holistic solution, we acknowledge and work with other solution providers in the channel space. Through seamless integration with these providers, we can create one connected platform to meet the end-to-end needs of your channel.

Your existing solutions providers (such as CRMs, PRMs and ERPs) can easily be incorporated into our platform. Thanks to our technology's flexibility, channels can leverage the power of existing solutions to advance their capabilities and provide one centralized location that captures end-to-end data.

CRMs

Pass leads to partners, track marketing campaign data, report on opportunities, and generate real-time ROI data for your partner marketing investment with CRM integration.
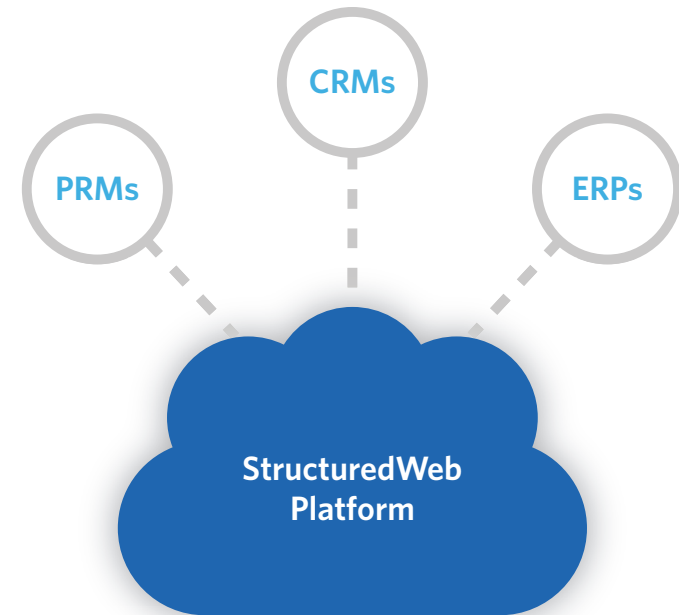
PRMs

Through seamless integration with PRMs, we support MDF and Deal Registration as well as the ability to leverage detailed insight to partners sales activity. This data partnership helps you align you channel sales and marketing enablement solutions.

ERPs

Leverage the data and insights from your core business processes to better manage your partner relationships and optimize channel marketing activity.

CRMs
PRMs
ERPs

StructuredWeb Platform

Turn Your Channel Into A Marketing Machine

Manufacturer

Local Resellers

Customers
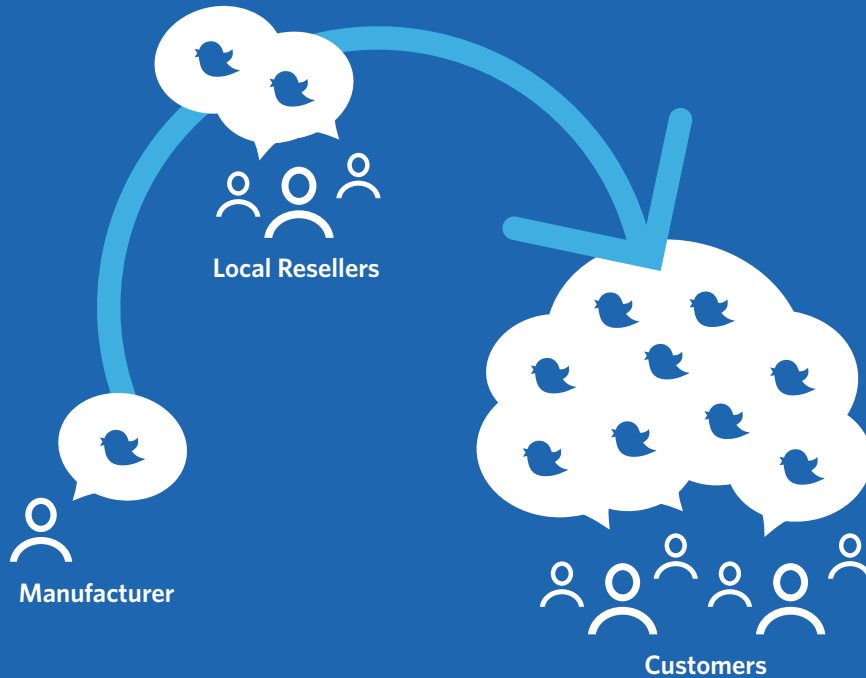
Accelerate Content Setup and Localization

Boost Partner Engagement

Execute Multi-Touch Campaigns

Manage Leads and Increase Conversions

Capture Insights and Optimize Marketing ROI

Partner With The Leader In Channel Marketing Automation

StructuredWeb