



Better Strategy. Better Co-Op Funding. Better Sales.

ABOUT US

About Xand Marketing

Xand Marketing helps technology and telephony companies access and utilize the co-op marketing dollars available to them. Xand eliminates obstacles that Channel Partners often face when accessing co-op funds, while offering a broad suite of integrated and standalone marketing initiatives. Xand's diverse team of creative providers allow for uniqueness in tactic, concept, and execution among Channel Partner's marketing initiatives. Xand delivers.

KNOW THE FACTS

- > 70% of B2B sales are made by channel partners.
- > In 2004, almost half of IT sales were made through partners, and by 2007, this figure should increase to 58%.
- > Three out of five large VARs join channel programs, the smaller the VAR the lower the participation.

DRAMATICALLY INCREASE THE EFFECTIVENESS OF YOUR MARKETING FUNDS

Xand's custom marketing plans:

- > Orient your marketing efforts towards obtainable goals and measurable results.
- > Outline goals, target audience, key messages, offers, timelines for campaigns, key events and tradeshows, budget rollout, and sources of funding.
- > Are based on a customized Marketing Toolkit, showing how our services are best utilized for each type of client.

Integrated Marketing Services

- > Brand Development and Management
- > Strategy and Market Research
- > Product and Service Launch
- > Trade Shows
- > Marketing Collateral
- > Website Development and Strategy
- > Lead Generation Campaigns
- > Direct Mail Campaigns
- > E-mail Campaigns
- > Telemarketing
- > Online and Print Advertising Campaigns
- > Sales Tools
- > Customer Relationship Tools
- > Newsletters
- > Public Relations
- > Events, Speaking Engagements, and Event Promotion

Experience

- > AT&T
- > CASO
- > Cellglide
- > Cisco
- > *Chip Scale Review*
- > Citel Technology
- > ClearSpeed
- > *ComputerWorld*
- > *Data Communications Networking*
- > FivePoints
- > Free Standards Group
- > Globix
- > Hewlett-Packard
- > *Infoworld*
- > Intelsat
- > Internap Network Services Corp.
- > LightPath Technologies
- > *Linux Magazine*
- > Motorola
- > *Network World*
- > NICE Systems
- > Nuvio
- > Penguin Computing
- > Perforce Software
- > *Phone +*
- > SICORP
- > SuSE
- > Telecomet
- > *VoIP Magazine*
- > Yahoo! Broadcasting