



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

PRIMARY VENDORS Solutions For Primary Vendors

Your sales channel is important to your bottom line. You want to encourage channel partner marketing efforts, while at the same time ensuring the best use of your funds and reinforcing your corporate brand. Xand Marketing's oversight allows for consistency in marketing messages among a primary vendor's channel partners. Xand's diverse team of creative providers allow for uniqueness in tactic, concept, and execution among channel partners' marketing initiatives.

Expanded Reach

Xand partners with you to enable your channel partners to more easily access and more efficiently utilize the co-op marketing dollars available to them.

Managed Brand

Xand provides consistency to your brand and marketing objectives across all channel partners, while designing campaigns custom to individual channel partners.

More Sales

With special funding models, a streamlined approval process, integrated marketing plans, and a complete array of creative services fulfillment, we bring results. Xand helps technology and telephony companies make sales.

Xand Delivers

To You:

- > Streamlined funding process — single payer and direct billing
- > Pre-approved campaign and sales materials based on your specific marketing objectives
- > Brand management — many different reseller campaigns all executed with your global message and your brand identity in mind

To your Channel Partners:

- > Customized integrated marketing plans
- > Funding plans that encourage maximum use of co-op dollars
- > Full-service marketing strategy and implementation

Xand Can Do That

Working with Xand provides greater opportunity for your channel partners to utilize the funds that they so often leave on the table. Include Xand in your co-op marketing operations and know that your funding is being maximized and that your marketing objectives are being globally executed.

WHY CHANNEL PARTNERS DON'T UTILIZE CO-OP DOLLARS:

- > Too much money up front.
- > Too long a lead time for reimbursement.
- > Not worth the paperwork hassles.
- > Not enough marketing expertise on staff.

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.