

Major enterprises are now re-orienting their internal operations to respond to the changed nature of corporate communications in a world where social media impacts significantly all stages of the buying cycle. The Sirius Decisions slide below maps out the way organisations are realigning.

One: Organizational Alignment

SiriusPerspective: A balance of centralization and decentralization is necessary to enable functions to best leverage social media.

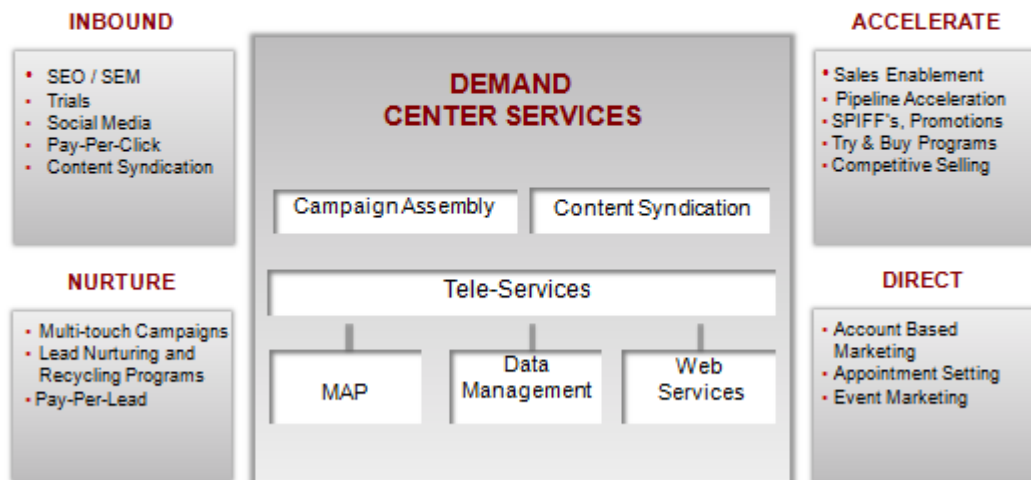


In the area of demand generation, customers are decentralising their management processes and empowering both their staff and partners with respect to individualising content produced by and on behalf of the enterprise. This individualisation is key to getting an effective return on content distribution as prospective buyers are more likely to respond to marketing content sent to them by somebody they follow than a contact made via a centralised database. Moreover they are even more likely to engage and respond if the individual they follow has tailored the content and selected it especially for them. This paradigm applies regardless of whether the poster of content is an employee or a partner of the enterprise

This recognition that social media is best leveraged to generate demand by developing and nurturing engagement with prospective buyers has been reflected in the growth in the enterprise demand centre as captured in the graphic below.

New Organizational Model to Enable Partner Demand

SiriusPerspective: A new shared services model, consisting of internal and external resources is evolving to make the transition to partner-led



 SIRIUS DECISIONS

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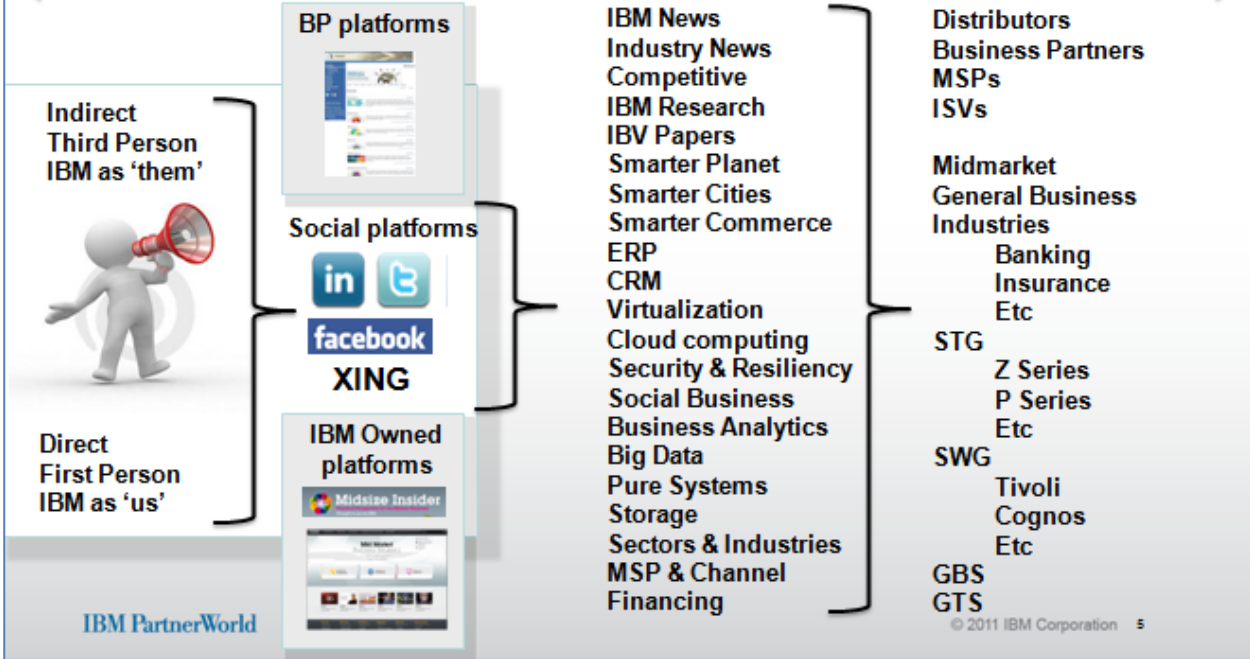
purechannelapps' socialondemand helps drive the Content Syndication and Campaign Assembly components of the Demand Center by providing a platform for partners and internal users to select the centrally generated content that they feel is correct for their audience of followers as they look to engage and nurture them over time. The advent of social media and the web has resulted in prospective buyers of a product entering the purchase cycle much earlier in terms of finding information on a given product and they now have access to a wide range of voices providing opinions on a product as alternatives to the vendors' view. To compete in this changed environment, enterprises have to ensure that – in addition to the central corporate voice - there are a multitude of individual opinion makers posting content in support of the enterprise and its products. This amplification of the enterprise message through individualised re-posting of enterprise is the most effective way to funnel prospective buyers towards making a decision in favour of the enterprise. The complexity of getting the right content to the right places is outlined through IBM's requirements captured in the graphic below.

DRAFT

European Social Media Management System

8 IMTs, 7 Countries, 12 Languages, 1000s of IBMers, 100s of BPs

Creation Hub Aggregation Categorization Approval & Dist.

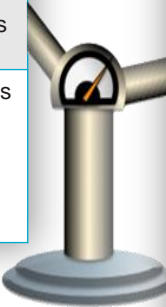


Our customers use socialondemand to enable the personalisation of messaging across their partners and indirect sales staff but they also use it to provide workflow and structure around their investment in content. socialondemand allows our customers to review and approve the posts that their partners and staff make. They are also able to track how active their paid for users are in using the platform and how engaged they are with their followers. At the same time, socialondemand makes it easy for partners and staff to select content that meets the needs and interests of their followers. Made equally easy is the ability to repost across all major and regional social media platforms and on a single sign-on basis with the content release appearing as an original post rather than a re-post. Ease of use is critical to our customers because they recognise that their partners – who may account for up to 90% of their revenues – are often under-resourced compared to them and so need the maximum of support in the pre-sales and demand generation process in order to ensure the maximum of sales success.

Both Supplier **AND** Partner Resources Are Needed

SiriusPerspective: A mix of both internal and external resources are required; however neither partner nor supplier can go it alone.

Supplier Resources Outweigh the Partner's

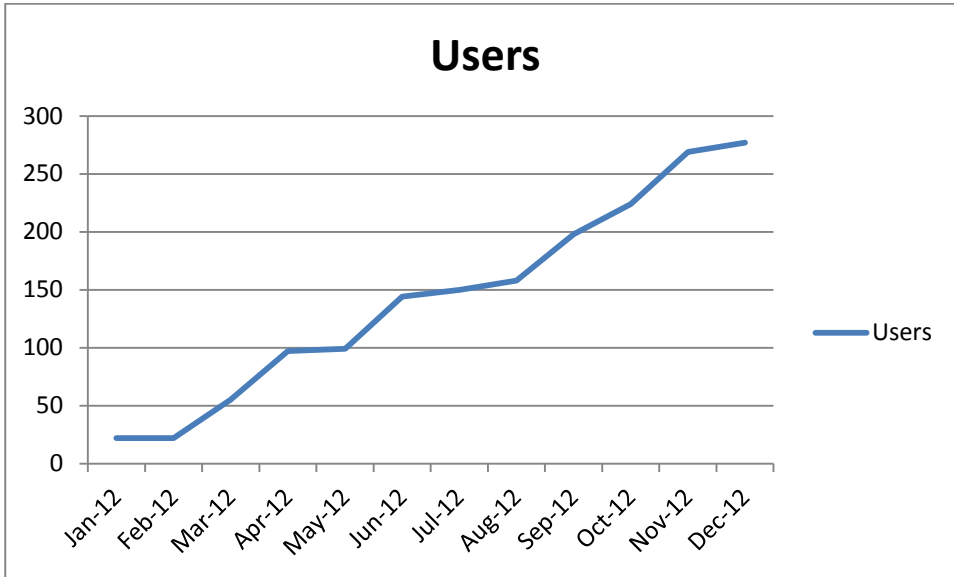


Partner (External)		Supplier (Internal)	
Skills	<ul style="list-style-type: none"> Local Experts Solution Capabilities 	Skills	<ul style="list-style-type: none"> Program Alignment & Assembly Marketing and Data Services Content Development Inside Sales / Teleservices Marketing Automation
Gaps	<ul style="list-style-type: none"> Lack marketing skills Lack marketing automation Little or no tele-services 	Gaps	<ul style="list-style-type: none"> Cannot execute alone in scalable manner

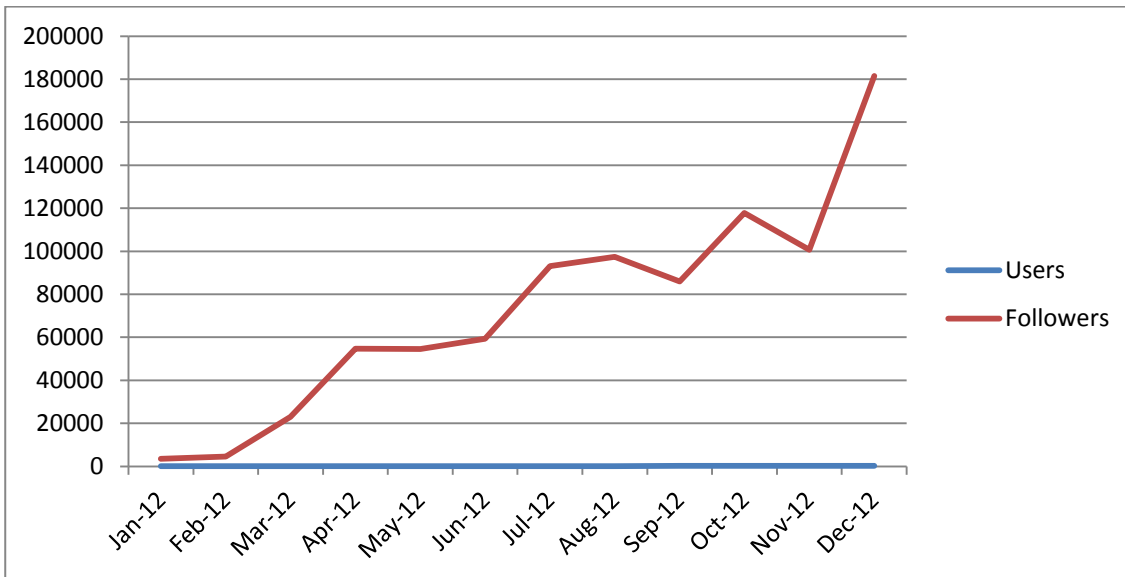
Our customers and prospect base have partner pools that range from 60 to 600,000 in number and, as stated above, up to 90% of our customers' revenue can come from partner sales. In this context, our customers have a major challenge in managing buyer engagement – they don't speak or sell directly to the majority of their buyers. In many cases they simply do not know who their own customers are. This means that with inactive partners, they can be sure their investment in content is not generating a return whilst with active partners they need the capacity to ensure that the same content is being used in the right way from a corporate messaging perspective. Most importantly they want to ensure that their partners win new business and remain with them over the long term. If they lose a partner, then not only do they incur the costs of recruitment and replacement they lose the buyers or – in social media terms – the followers of that partner.

In order to show where we create long term sustainable value for our customers, we have drawn on deployment data from one of our longest term users of socialondemand – Acronis (<http://www.acronis.co.uk/company/>) to demonstrate how we build up their connection network across social media, amplify their central messaging on a personalized basis through the posts of their partners and create engagement and demand – which ensures they retain their partners and drive opportunity growth in the customer's and partners' pipelines.

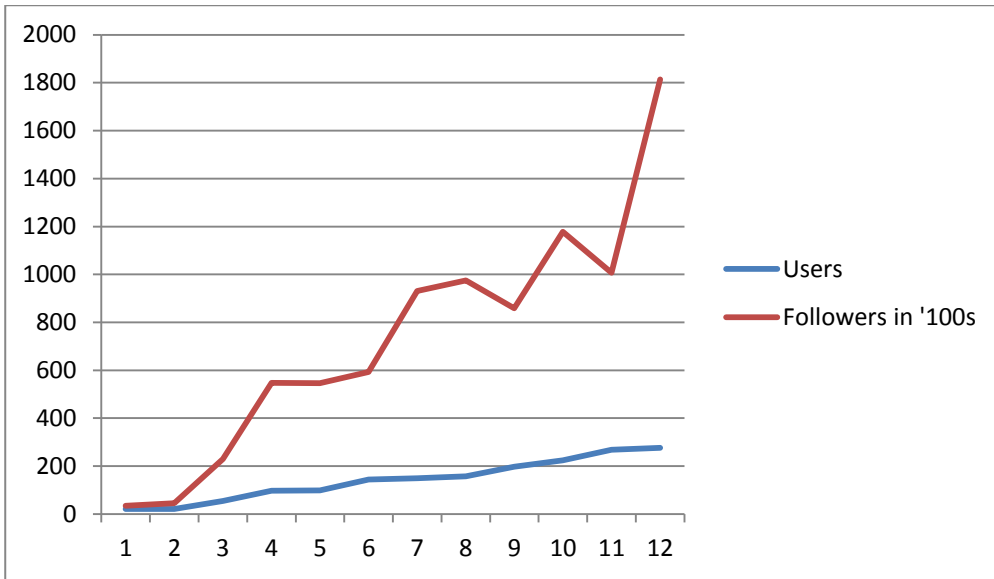
The first step in creating a connection network is to add partners to socialondemand. This allows them to receive content based on their preferences and to then repost it across multiple media on a one-time basis via single sign-on. The chart below shows the growth in users for Acronis over 2012:



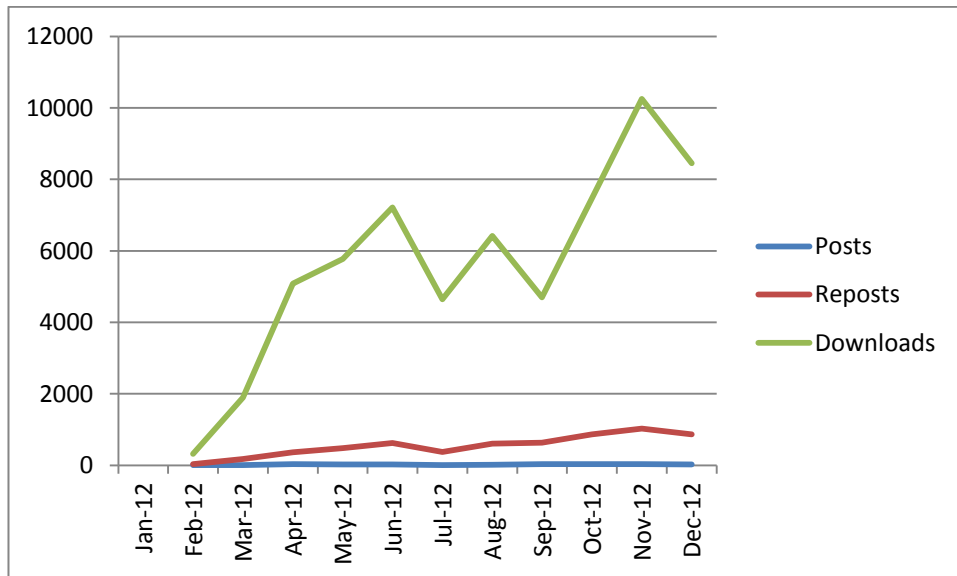
As users get engaged with the platform, they connect with new and existing followers across social media. The chart below shows the trend for 2012 at Acronis:



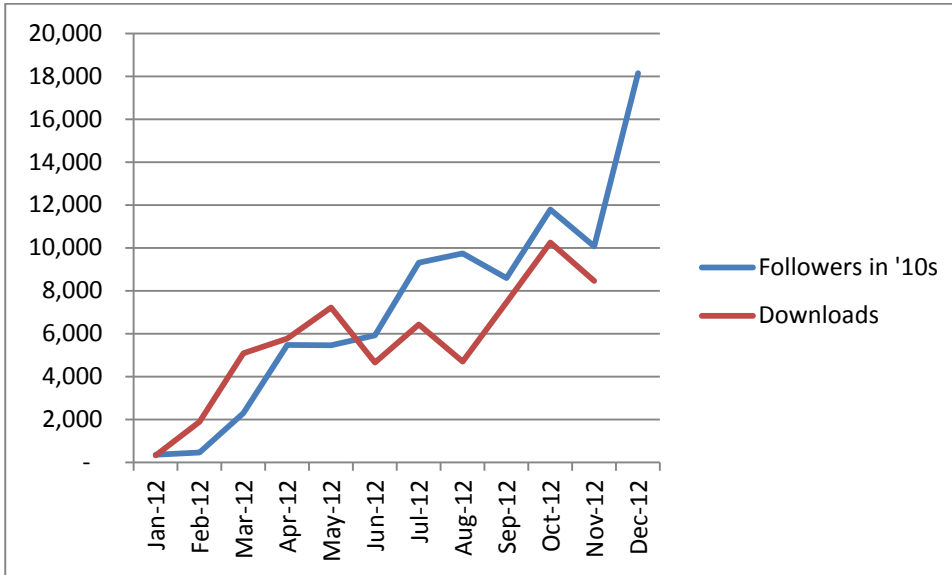
The trend lines for Acronis in 2012 can be seen more clearly when we look at followers at 100x the scale for users:



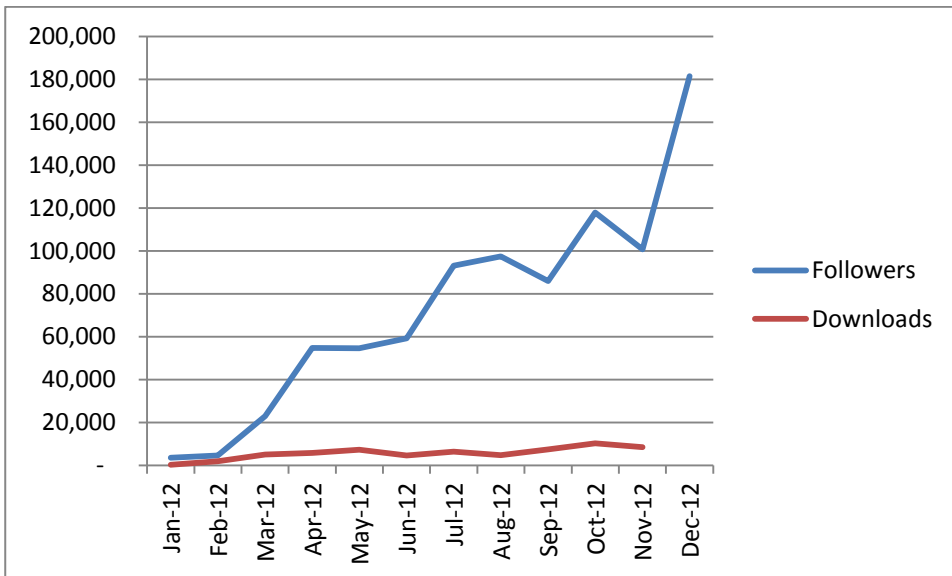
As Acronis posts and its partners repost, downloads grow in volume and buyer engagement events increase:



Follower adoption for Acronis partners and staff and downloads inform one another and lead to an overall increase in buyer engagement and demand generation:



Socialondemand creates a communications network for the customer that would not exist as a centralized platform if we were not there to provide it. If we were removed from a customer demand centre, there would be no automated means of recreating the network as without socialondemand, the network connections would be lost.



socialondemand doesn't just automate posts to existing followers, it actively drives the increase of new followers joining the network by proliferating content across followers of followers and driving up engagement overall. In summary this is how we transform social media presence for our customers and their partners.

Statistics from all our customer accounts tell a similar story. We provide managed access for our customers to their buyers – and for the first time allow them to manage interaction with their unseen buyer audience in a structured and engaged fashion.