

SUCCESS STORY

Advanced Systems Group: Partnering Toward Success

Since 1981, ASG has been a leading provider of enterprise consulting, architecture services and complete IT infrastructure solutions, coordinating efforts between dozens of technology partners to create customized solutions. With nine offices, ASG offers a strong focus on virtualization and “green” technology. As one of Sun™ Microsystems’ Top Five partners, having reached the highest Executive Level partnership with Sun, ASG especially needed a marketing partner that fully understood Sun technology, among others.

Past: Sun Microsystems, who’d relied on channelBOOST for several years and completed various successful campaigns, highly recommended that ASG engage channelBOOST for their next integrated marketing campaign.

Present: ASG’s goals included finding new customers, differentiating their services from competitors and driving their Sun business. channelBOOST excels at increasing brand awareness and revenues through multiple touch points—direct mail, email, telemarketing—and guided ASG toward its goals.

Further, with ASG’s newest office opening in Seattle this year, channelBOOST coordinated public relations (60 print/web media outlets), radio (60 spots with 700,000 listeners) and print efforts (over 10,000 brand impressions) to help ASG make its mark on this new and energetic Northwest market.

Future: Since its first successful virtualization/consolidation campaign over a year ago, ASG has returned to channelBOOST to collaborate on another seven campaigns, aiming to reach out regularly to targeted clients via multiple quarterly efforts.

“channelBOOST’s creativity and their ability to effectively manage multiple campaigns, strategies and partners make them a great business partner. Their ability to align Sun’s marketing objectives with our partner’s objectives allows Sun to achieve our sales and pipeline goals. I have thoroughly enjoyed working with channelBOOST and highly recommend them as a business partner committed to helping you grow your business.”

Steve Gasser | Western Region Partner Marketing Manager | Sun Microsystems