

# SUCCESS STORY

 Collier Computing

## **Collier Computing: Driving Leads and Revenue**

Providing IT services and products ranging from point solutions to complete enterprise reengineering projects, Minnesota-based Collier Computing® is the leading, fully certified Sun™ Microsystems partner in the state. Their customer-centric approach invites leading architects, engineers, scientists and project managers to collaborate and craft end-to-end, sustainable solutions.

## **Highly Recommended Marketing Partner**

Sun's local Field Marketing Manager, who had worked successfully with channelBOOST for a number of years, highly recommended that Collier partner with channelBOOST to develop and execute a proven, integrated marketing campaign. The objective of the campaign would be to generate brand awareness within Collier's targeted region, nurture existing prospects and boost their pipeline for Sun products as well as their professional services.

## **Millions Pumped Into Pipeline**

Over the last two quarters, Collier enjoyed tremendous success with channelBOOST campaigns that each achieved roughly eight percent response rates and active leads that have pumped a cool \$4.6 million into Collier's pipeline.

## **Ongoing Quarterly Campaigns**

Collier was so impressed with their ongoing success, between their relationship with channelBOOST, the methodology and the messaging, that they've returned for quarterly campaigns...4 times in a row!