



# Helping Barracuda Networks launch their Intronis MSP solutions division in EMEA

## CLIENT:



Telemarketing



Pipeline Management



Marketing



Channel Services

**T. 01935 413444**

“The Go Demand team consistently went the extra mile to ensure our campaign ran smoothly which allowed us to focus on our core business. We certainly felt our demand generation campaign was in safe hands”

Richard Rimmer  
Field Marketing Manager EMEA  
Barracuda Networks

## THE CLIENT

Intronis MSP Solutions by Barracuda provides security and data protection for businesses, delivered exclusively through the IT channel. Intronis enables Managed Service Providers to centrally deploy and manage a broad portfolio of services protecting business-critical files, folders, email, applications, and servers, locally and in the cloud through a rebrandable console that integrates with major RMM and PSA tools. MSPs benefit from fixed pricing plans and partner enablement tools that help MSPs accelerate growth and profits through BaaS, DRaaS and online security services.

## THE CHALLENGE

Barracuda Networks were faced with the challenge of launching a new MSP division in EMEA as a result of their recent acquisition of Intronis. Starting from scratch with an aim to recruit new MSPs they needed to build a pipeline of business and understand the demands and requirements of the EMEA MSP community. With an initial focus on the UK it was essential to identify new business opportunities with UK MSPs and understand the best channels and methods to target and communicate with them.

Generating demand and building a sales pipeline required the following stages:

- Establish a target database of MSP prospects in order to develop an MSP partner base for the UK
- Deploy the right mix of lead generation and marketing activities through relevant MSP publications and install an inside sales capability with specific industry knowledge to secure demo appointments and end user meetings

This decision was made to enlist the support of a sales and marketing agency with expertise in the EMEA data centre, MSP and IT channel sector to help accelerate new customer acquisition.

## THE SOLUTION

After evaluating several agencies Intronis selected Go Demand based on their industry expertise, modern sales approach and flexible project options. Go Demand set about developing an initial 6-month plan of inbound marketing communications delivered through an online and print publishing company carefully selected for their ability to reach senior decision makers in the MSP sector. The campaign was structured to deliver far reaching brand awareness combined with focused lead generation components which fed a pipeline of opportunities that Go Demand qualified through telemarketing from their UK call centre.





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The overall campaign consisted of the following core components:

- A planned delivery of syndicated white paper & thought leadership content
- Online customer surveys providing insight & automated lead qualification
- Web banner placements, online & print advertisements, editorial content
- Intronis executive Q&A articles, online demo appointment setting
- Managed Services & Hosting Summit event participation
- Guaranteed qualified lead count and appointment setting delivery

Go Demand managed the entire program providing a clear and detailed plan with real-time campaign reporting provided through a bespoke client online SharePoint facility.

## THE OUTCOME

A primary objective was to secure online demonstrations of the Intronis MSP Solutions portfolio with established MSPs and IT reseller companies looking to extend their offering to include managed backup, security and disaster recovery services. Go Demand's telemarketing team worked from the lead output of the online campaign combined with opportunities provided by Intronis and were able to meet and exceed agreed monthly online demo setting targets. The marketing team at Go Demand went beyond expectations assisting with graphical design and copy writing to ensure that Intronis staff could focus on messaging development and in-house campaigns.

## WHAT THE CLIENT SAID

*"A successful sales campaign is dependant on good quality prospect data and a sales team able to lead a credible business focused conversation that demonstrates knowledge and insight of the customers business drivers. Go Demand have more than excelled for us in these key areas"*

**Jason Howells**  
Director EMEA, MSP Business – Intronis

If you want to build your MSP sales pipeline  
call Go Demand NOW on **+44 (0) 1935 413444**