



# CASE STUDY:

## Westcon

Westcon generated 63,000 clicks within its first year by using socialondemand® to share content to partners.





## The background and challenges

WestconGroup is a value-added distributor of leading unified communications, network infrastructure, data center and security solutions, with a global network of specialty resellers. The company goes to market under the Comstor and Westcon brands and works with a multitude of IT suppliers such as Avaya, Extreme Networking, Polycom, Juniper, Microsoft and Cisco, among others.

Westcon aims to continuously add value to their partners, be it their channel partners or suppliers. The company believes that social media will help support the promotion of products and services to its partner community and in turn their end users. Westcon identified the fact that they could increase their social reach and drive brand awareness by sharing content internally and within their channel partners.

## The solution – a new service

After conducting a survey with their channel partners, Westcon discovered that they had little time or resource to dedicate to social media which, in some cases, was hindering their social activity. Westcon saw this as an exciting opportunity to create an additional value added service benefiting both partners and vendors.

These factors convinced Westcon to offer a new service to their resellers and vendors which would let content flow more easily between the two parties and socially enable their partners. On one side they would amplify the brand messages of their vendors, and on the other they would turn their own channel partners into brand ambassadors for Westcon and its suppliers.

Tremolo® Software Ltd was the solution to this challenge. Westcon could use their socialondemand® platform to provide social media content to their partners on behalf of their own suppliers.



# WestconGroup SocialonDemand

Launched under the name of 'WestconGroup SocialonDemand®', Westcon can now share desirable vendor-led content to its own partners. They can in turn publish this content as their own, on their social networks, be it Twitter, Facebook or LinkedIn, helping to make them thought leaders and trusted advisors with their own contacts, followers and friends.

Emma Shaw, Westcon's Marketing Programme Manager commented,

**'socialondemand® from Tremolo® is a platform which is really easy to use. Every vendor and partner is challenged with resources and this eradicates this issue.'**

**'From a channel perspective it just makes sense. The fact you can amplify your message through your partners and increase your brand awareness by reaching out to their followers is really powerful.'**

With the tracking capabilities available, socialondemand® also allows Westcon to measure the success of its vendor-led news, in terms of clicks, retweets, likes, replies, favourites, etc. It enables the company to measure how engaged its partners are in terms of what they repost, how frequently, and to which social networks. Westcon can then provide this valuable feedback as part of their service to its vendors.

Westcon has been using this platform since 2014. They initially deployed it to their UCC partner base, to test the product and identify how it could work for them.

**'We are extremely pleased with the results from this new service; the uptake was slow at first as partners were not used to using a platform like this but it has now ramped up considerably,'** admitted Emma.

After the initial success experienced during the trial, Westcon are now looking to roll this out to their own sales team, to drive **employee advocacy**. They believe the platform will be really useful in helping increase communication with their own contacts. Marketing executives now also use it to help encourage other partners to use the platform, hence fully leveraging the multi-faceted capabilities of socialondemand®.



# The results

Emma Shaw added, **'What we particularly appreciate from the platform is that the social media posts we create are available to all partners and employees, very quickly. Yes they can edit this content but generally they appreciate that it is of high quality and value so few radically edit the content we provide.'**

It was very important for Westcon and its suppliers to keep control of the content and manage compliance issues. With socialondemand®, they can now see exactly who changes what, and feel more in control of the messages that are posted on social networks.

Since 2014, Westcon has generated over 63,000 clicks, downloads, likes and retweets. It now has over 99 active users posting to a total of 188 social media accounts, equating to 3.1 million connections (LinkedIn contacts, Facebook friends and Twitter followers).

In January 2015 alone, their posts generated 8,559 clicks/downloads, showing just how effective this platform has been, and how partner/ employee advocacy programmes really can work. With the diverse capability of the platform, it has been extremely useful to a wide variety of users, from vendors, to partners and employees.

Westcon is now hoping to expand this service into other regions, to more partners, as well as making more use of it internally. They plan to use socialondemand® as a central hub of information, where employees and partners can share content to their own connections, helping increase their social presence and drive brand awareness even further.

"F5 Networks, one of our vendors, uses the platform from Tremolo® for their employees and

they find this really useful for increasing their social presence, so this is definitely something we will be looking into rolling out in the future," continued Emma Shaw.

## Getting partners started – social media workshop

In addition to creating tailored presentations, tutorials and infographics to help partners understand the value of WestconGroup SocialonDemand, Westcon also wanted to provide their partners with an introduction to social media marketing. Many partners had requested some education and input from Westcon on how to integrate social media into their marketing.

Tremolo were invited to present a workshop that introduced the topic, explained how partners can make the most of social media, and summarised the various platforms and apps available. The two-hour partner workshop engaged attendees in open discussion and provided a valuable insight into how social media works in the Channel.

**"Tremolo provided a very valuable, interactive forum for sharing information, experience and education, in a way that gave Westcon partners everything they needed to 'get started'. With their unique combination of Channel marketing and social media expertise, they provided the perfect workshop for introducing our partners to the benefits of using social media in their marketing,"** concluded Emma.



# The partners' views

"Westcon's SocialonDemand has become an incredibly useful tool in providing up to date, reliable and relevant social media posts for us. Not only has socialondemand® saved the marketing department a substantial amount of time, it has also enabled us to increase our social media presence considerably which is a key part of the marketing strategy."

**Phil Jenkins, Marketing Specialist, West Pier Telecom.**

"I find socialondemand® excellent for maintaining partner relations, remaining vendor agnostic whilst promoting their and our combined capabilities to deliver state of the art technology. Previously our social efforts required considerable time, but now I simply spend a few minutes at the beginning of the week scheduling relevant information across our social channels."

**Daniel Plume, Marketing Executive, Britannic Technologies Ltd.**

"Westcon's SocialonDemand has made it easy for Amillan to demonstrate to customers that we are informed on the latest unified communications, contact centre and data networking topics. With the platform we can easily supplement Amillan's own messaging with fresh and informative social media content that is representative of a significant portion of Amillan's partner portfolio and encompasses a wide range of industry issues."

**Ryan Hawtin, Marketing Manager, Amillan.**