

Thought Leadership / Name Change

Investment: \$5,000/month | Timeframe: 21 months | Location: Silicon Valley, California



PartnerPath

IT Channel • Partnering • Thought Leadership • Research Analyst • Industry Experts

CHALLENGE: PartnerPath (formerly amazon consulting) is a partnering development firm based in Silicon Valley, California, wholly dedicated to helping leading IT companies elevate the impact of partner relationships. Founded in 1994 by Diane Krakora, CEO, PartnerPath works with companies such as Dell, Sun, VMware, Netapp, HP and Cisco with services ranging from channel models and program development plans to program execution and partner automation tools. They are a market leader in providing channel research studies that impact hundreds of IT vendors' partnering models through a comprehensive annual market intelligence subscription program called Partnerg2.

PartnerPath wanted to start getting the media to understand its global business model and republish its research content and thought leadership. The biggest channel publishing company viewed PartnerPath as a direct competitor and refused to publish any of its content. PartnerPath hired Eye-To-Eye Communications to help establish other media relationships with key channel publications in an effort to build its brand, become established as an industry expert and promote its research and thought leadership capabilities. Eye-To-Eye began by developing messaging and establishing relationships with a dozen IT channel publications. The results included the placement of by-lined articles by PartnerPath executives, media participation on webinars, content creation for company blog, re-publishing of research and establishing the executives as key speakers and analysts at industry events.

RESULTS:

- ▶ Published Articles in Vertical Systems Reseller, Channel Partners, Yahoo! Finance News, Channel Insider, IT Marketing World, Worth Magazine, eChannelLine
- ▶ More Than 700 Total Online Press Placements
- ▶ More Than 300 Total Mentions on Twitter
- ▶ Speaking Engagements at Baptie Channel Focus North America, GTDC Vendor Summit, Autodesk One Team Partners Conference, Municipal Smart Grid Summit

"We needed a communications firm to support our overall visibility and credibility growth plans; an organization who could not only support our tactical plans but understand our business at a strategic level. Eye-To-Eye has that rare blend of skills. Their personal background in IT channels combined with their broad communication and branding skills produced significant results for us in a relatively short time."

- Beth Vanni
Vice President

