



SlipStream – Demand Generation, Direct Marketing, e-Marketing and Channel Development Services

Introduction

SlipStream provide Outsourced Sales and Marketing Services to IT companies, enabling them to gain economic and fast track access to markets and revenues across Europe, the Middle East & Africa.

This document is intended to provide a service overview, indicative processing rates and associated costs for the primary demand generation, e-Marketing and event support services offered by SlipStream across the EMEA territory. The processing rates may vary depending on the exact nature of a specific project but they are a good indication for an “average” project. Further information on SlipStream’s other services area available on our website at www.SlipStream-sds.com. For further details on any of these, or to discuss specific requirements, please contact:

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What services does SlipStream provide?

The services we offer are designed to support our clients in both their direct and indirect channel to market.

On the direct side, the focus is on demand generation, finding real, tangible project or pain-based opportunities appropriate to our client’s proposition.

On the indirect side, our services are designed to support the full lifecycle of your relationships with any third party organisation, whether they are a VAR, Reseller, Service Implementation, or OEM partner.

Our services include:

- ❑ **Pipeline Build and Management Services**

Our focus is on identifying real engagement opportunities for your organisation, in the form of projects or tangible business pain which could be addressed by your solutions and services. In order to achieve this we make intelligent use of the telephone, supported by e-mail where appropriate, as the most direct mechanism for conveying and gathering information.

- ❑ **Communication Services**

SlipStream’s communication services are designed to help you make effective and successful use of this powerful medium, particularly in terms of driving increased awareness. Integration with our pipeline build and management and channel and



partner services ensures that your database of permission-based e-mails builds up rapidly.

□ **Channel and Partner Services**

Our aim is to complement and extend our client's own delivery bandwidth by providing infrastructure, tried and tested processes and experience to speed up the task around building, managing, and driving a revenue generating channel, taking away the pain of managing these time consuming processes.

Demand Generation Services

Objective:

To conduct a standalone outbound telemarketing, or as follow up to a DM or email marketing piece, to profile and qualify target organizations, and identify potential sales engagement opportunity.

SlipStream will engage with and profile the targeted accounts, collecting profiling information and identifying project initiatives relevant to the specific proposition. Once discovered these potential opportunities will be written up to a standard agreed format and passed (via e-Mail) to the client for their sales teams to follow up. SlipStream will also deliver a marketing database detailing all information collected during the demand generation process.

Expected time to complete: Given a target list of 150+ companies, SlipStream would expect to profile and categorise (*See Table 1*) between 70 and 80 in a one month (20 day) exercise and deliver between 15 and 20 sales engagement opportunities (*Category 1 & 2 in Table 1*).

Processing Rate: approximately 4 – 6 companies classified per day

Cost: £350 per day

Table 1 - Standard SlipStream Opportunity Classification

1. Potential Opportunity:	With identified current project (starting in a 0-6 month timescale)
2. Potential Opportunity:	With identified need/business driver (with a 0-6 month timescale)
3. Marketing Opportunity:	Qualified in to TMS, showing interest but with no identified project or need
4. Marketing Opportunity:	Qualified in to TMS, but unable to engage in a meaningful way
5. Out of TMS:	Qualified out of the TMS
6. Blocked:	Unable to categorise
CB. Call Back:	Marked for Call Back

Event Support and e-Marketing Services

Objective:

To design, build and launch an e-Marketing Programme designed to drive the clients target audience to register for and/or attend a Webinar/Seminar or similar event.

List Sources:



Client Permission Base – either current, bought or built

Cost: *Dependent on data source and build required (see above)*

e-Marketing Programme Charges

- ❑ *To build, test and execute the programme in a single language: 2 days effort at £500 per day*
- ❑ *Programme execution, eMail bounce management, reporting: 0.5 days effort at £350 per day*
- ❑ *Email delivery and tracking: 500 Emails = £125*
- ❑ *To add a second language to the programme will require an additional 1-day at £500.*

Event Support Programme Follow up, to Boost Registration

100 contacts per Telephone Marketing day

500 contacts will take 5 days to follow up at £350 per day

If you have any queries please do not hesitate to contact Geoff Wells.

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