



GETIT COMMS

CASE STUDY

Dimension Data Asia Pacific Content Marketing

Background

Technology solution providers face a **monumental challenge in today's enterprise IT market**. Now that prospects have grown savvy and in control of the purchasing process, providers can only compete by **evolving into business transformers, and bringing specialised, industry-specific expertise to the table**. Defining and communicating this critical value proposition was the question facing **Dimension Data** – a leading global ICT provider with an Asia Pacific presence in over 60 offices across 13 countries.

B2B marketing is headed in a very different direction from what we thought years ago.

Facing savvy business buyers who self-educate online, and **make 80% of purchase decisions without salespersons' input**, marketers have never been more challenged to engage and influence their audiences.



On the B2B technology front, market dynamics have forced more sea changes. IT investment attitudes have evolved; rather than tying up precious capital in large purchases, enterprises have learned to wring the most value from their IT budgets through as-a-service offerings and managed services.

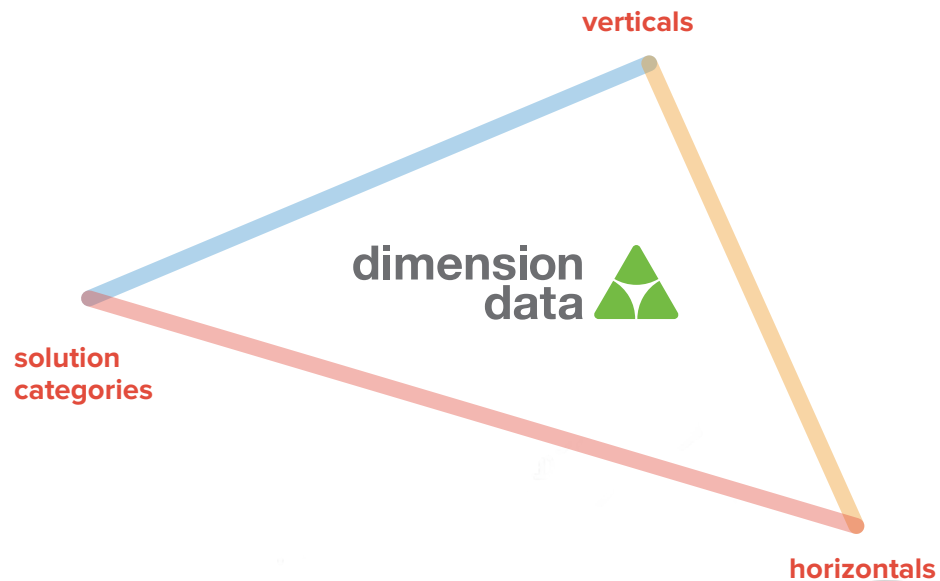
And now that these have gone mainstream, channels are in turmoil. With technology vendors selling consumption-based services directly to end customers, **channel partners are rushing to find – and properly market – value-added differentiators.**

In the race to pull ahead in this increasingly chaotic landscape, technology solution providers are starting to think beyond seasonal, sporadic, campaign-centric marketing.

Dimension Data found its answer in content marketing. Beginning in mid-2014, it embarked on an always-on content marketing program, mapped to the buying journey.

Solution

Dimension Data's content marketing approached prospects and audiences from three angles: **verticals** (sectors such as retail and manufacturing), **horizontals** (enterprise, mid-market, or SME), and **solution categories**.



Content hubs led the initiative. One is **Enterprise Cloud Asia**, Dimension Data's solution-centric repository of content and insights on cloud.

Certain pieces on this hub, such as **e-books**, are **gated behind forms to capture leads**, while others, like thought leadership articles, are freely accessible for knowledge sharing and lead nurturing purposes.

All are **vendor-neutral**, aimed at addressing buyer concerns and practical issues around selecting cloud services and providers.

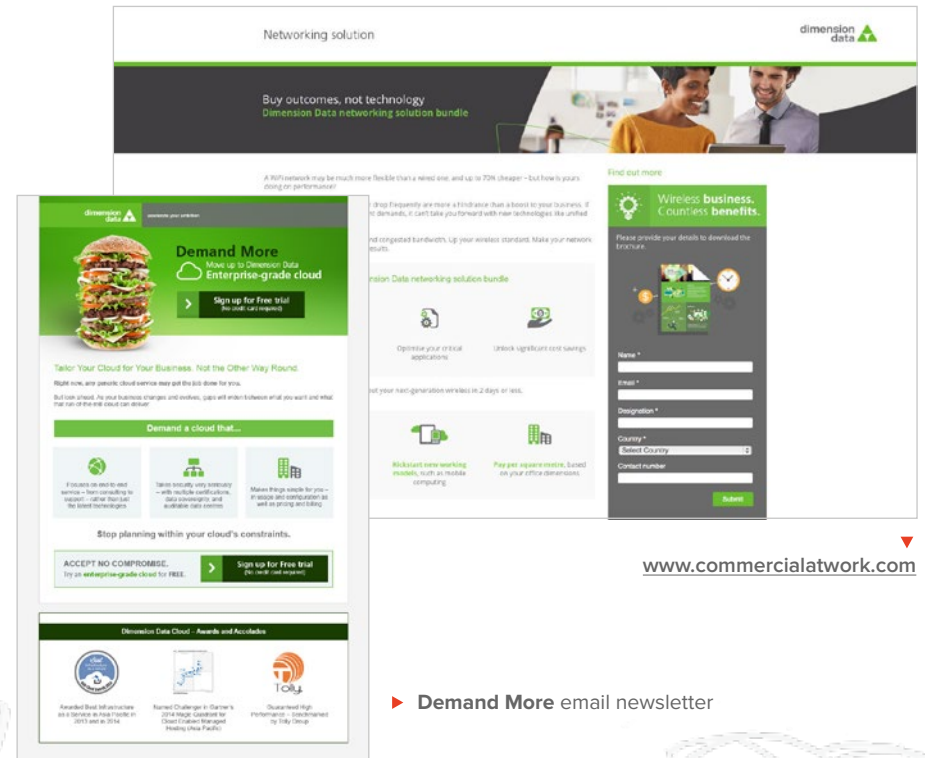
One such **e-book** demonstrates Dimension Data's **vertical targeting** – **On-Premise UC&C is Dead: Enterprise Grade Cloud for Regulated Environments.**

Created for heavily **regulated organisations** such as banks, hospitals, and government entities, who face regulatory roadblocks to adopting cloud, this piece discusses ways to overcome those constraints and deploy cloud-based Unified Communications & Collaboration solutions.



► **On-Premise UC&C is Dead:**
Enterprise Grade Cloud for Regulated Environments

To target **horizontal markets**, Dimension Data created another **content hub** called **Commercial at Work**, providing the ambitious yet price-sensitive mid-market segment with a plethora of information to guide them to the right technology.



► **Demand More** email newsletter

www.commercialatwork.com

Dimension Data's **Next-Generation Networking (NGN)** is a fine sample of its **product-category** marketing. Leading with a **short animated video** that explains NGN in a **simple, jargon-free manner**, the site hosts gated **NGN guides and papers**, as well as an **interactive browser-based game** where visitors roleplay as CTOs to learn more about the practical applications of NGN.

Next Generation Networking

dimension data

Redefine Your Network for Better Control

The Next Generation Network is here, and it's time you take charge. With a world of new technologies and possibilities at hand, your role has never been more critical.

Take the right steps to transform your network and claim your place as the true enabler of the business.

Discover what managed services for enterprise networks and software-defined networking can do for you below.

Managed Services for Enterprise Networks

Keep the Foundation - Keep the Control

Managed services for enterprise networks is your ticket to a significant rise at the business table. Hand off the mundane operations and carrier service management to third-party experts and you can finally tell the business you can "take ease with ease."

But if you fear that this means letting go of strategic and financial control, understand now this is false.

The best practice guide will show you all you need to begin considering value-added services for enterprise networks.

You will learn

- 7 warning signs that it is time to go the managed route
- 3 wise steps to rid yourself of day-to-day network burdens
- 7 tough questions to ask managed network service providers

Download Guide

Software-Defined Networking

Securing a Programmable World

We are seeing great changes in infrastructure everywhere. For networks to keep pace, they must be freed from hardware constraints - and this is fast becoming a reality.

But how secure is a world where every ICT function is software-defined and programmable? How do you embrace such potential without exposing your business to the risks?

The answer lies in making security itself programmable - and working with the right partner to do so.

Read more on preparing your business for the shift to programmable infrastructures, in this latest **Thinking Paper**.

You will learn about the

- Cornerstones of a security architecture framework
- Benefits of programmable security
- Things to look for in a software-defined security partner

Download Paper

The Next Generation Network is here

Remember not so long ago, when 80% of the devices in your office were wired? Fast forward to today, and that number's down to 20% instead.

Trends like **enterprise mobility** are catching on like wildfire - whether you've caught them or not, they're happening. And to keep up with these new demands, your network has got to change.

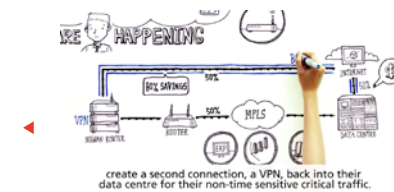
Step into the shoes of a Chief Technology Officer (CTO) and take your network into the next generation in this interactive, browser-based game.

PLAY NOW

If you have any feedback or queries about Next Generation Network, please email net@dimensiondata.com

© 2015 Dimension Data. All Rights Reserved

Interactive browser-based game where visitors roleplay as CTOs



Short animated video that explains NGN in a simple, jargon-free manner

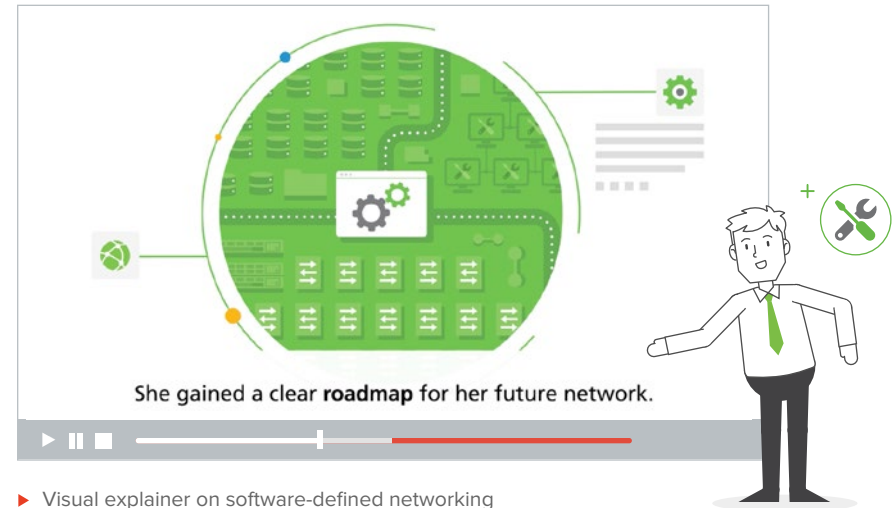


Gated NGN guides and papers

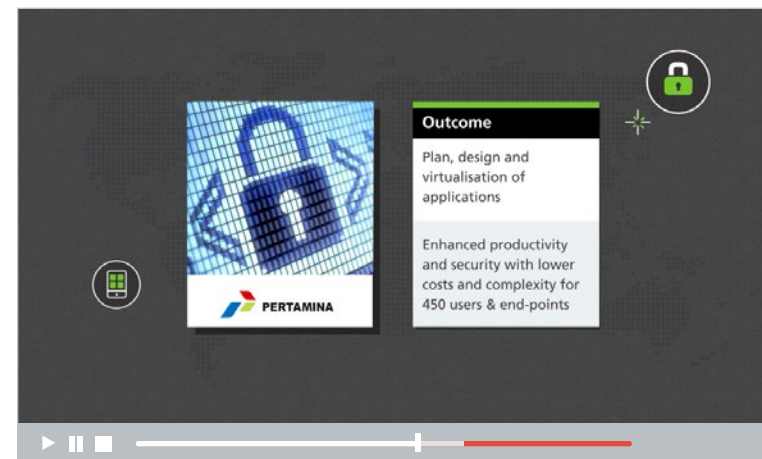
Video comprises a significant portion of Dimension Data's content marketing.

These **'visual explainers'**, targeted at business decision makers, distill complex technical concepts like software-defined networking and data centre security into short, **easily digestible videos that communicate the business value of Dimension Data's solutions.**

In addition, to demonstrate the effectiveness of these solutions, Dimension Data produced a series of case studies – both in written form, and as **'win case'** videos.



► Visual explainer on software-defined networking







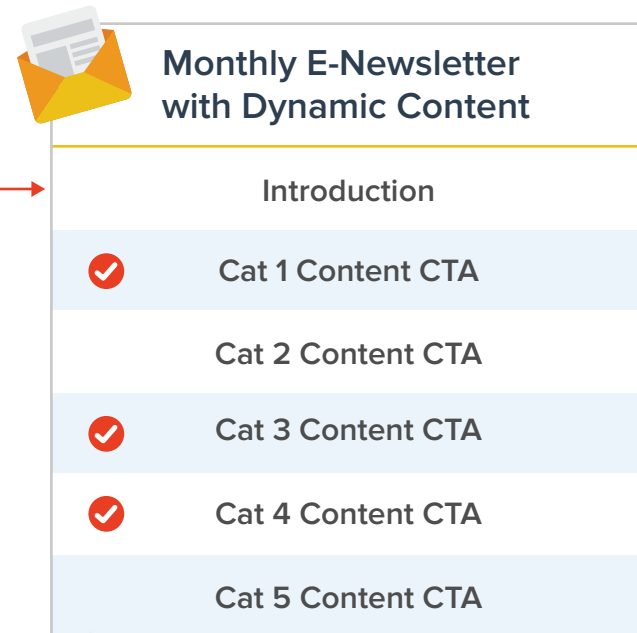
► Dimension Data's win case

To measure content performance and track the lead lifecycle, Dimension Data integrated marketing automation into all its content hubs.

The data and insights gleaned from this enables Dimension Data to segment prospects by categories such as **firmographics, business functions, and areas of interest**, and automatically nurture these prospects with pre-set content tailored for each category.

Monthly E-Newsletter Mapped with Areas of Interests

	Cat 1	Cat 2	Cat 3	Cat 4	Cat 5
	✓		✓	✓	
		✓	✓		
	✓	✓	✓	✓	✓
					



► Profiles with **no areas of interest** specified will receive the **E-Newsletter with all content CTA segments**. Based on their click-through patterns, the areas of interests will be updated in the database.

Similarly, profiles with multiple areas of interest will be narrowed down based on their click-through patterns.

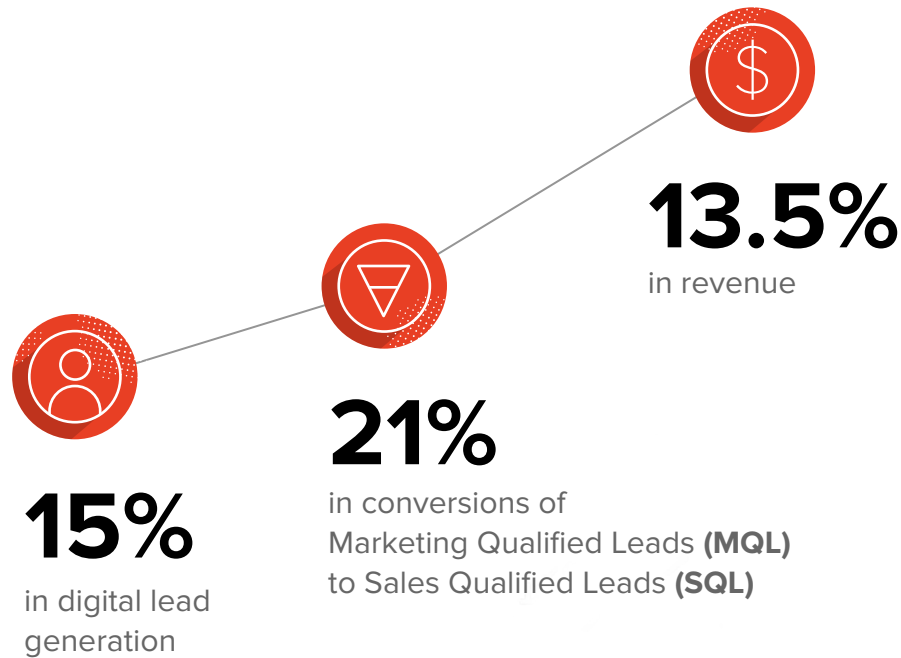
LinkedIn tools like **Sales Navigator** and **Lead Accelerator** helped Dimension Data narrow down quality prospects through social media, and syndicate its content through personal as well as official pages – thereby helping to **bridge the sales/marketing gap**.

On top of this, Dimension Data partnered with technology publications such as **IDC**, **Questex** and **TechTarget** to further boost outreach through a mix of content hosting and email marketing to rented databases.



Results

Over a period of 9 months, Dimension Data's content marketing efforts reaped growths of



But most importantly, Dimension Data achieved a fundamental shift in positioning – not just to prospects and customers, but third-party audiences like analysts and technology reviewers as well.

Through data-driven content marketing and strong partnerships with leading technology vendors like Cisco, Microsoft, and EMC, they have

transformed their image from that of just another ICT provider to that of a business transformation architect enabled by technology.

GETIT COMMS



6, Ubi Road 1, #06-07 Wintech Centre, Singapore 408726



+65 6225 2115



info@getitcomms.com

