



Channel Partner Communication

At eCoast We Know the Channel

Problem: Manufacturers are in constant competition for a Partners' mindshare. There are a plethora of new programs, new products, events and promotions Partners are presented with everyday.

Solution: eCoast understands how Partners think, what motivates them and how best to communicate. Use eCoast to design and execute partner communication and enablement projects.

Value Proposition

Provider of customized marketing and sales services to technology industry.

Customer Profiles



- Manufacturers & Distributors
- National VARS
- Regional & Local VARS

Core Business

- Demand Generation
- Channel Management
- Outsourced Marketing

Technology Specializations

- Networking
- IP Communications
- Network Security
- Storage
- Managed Services



eCoast's Client Base = 2500 clients+



eCoast Facts

- Years in Business: 8
- Employees: 105
- Location: Rochester, NH
- 15,000 square foot location
- Footprint: US/Canada & Europe
- Ownership: Privately Held
- Clients: 100% High Tech
- Number of Calling Agents: 60

eCoast’s “hands-on” approach to channel partner engagement is to provide as much guidance as the partner needs. We demystify manufacturer tools and campaigns and provide real world feedback on what has been successful in the past.

eCoast Partner Communication Services

- Enables Partners to use your manufacturer tools and programs to their full potential.
- Allows you to stand out from the crowd and gain mindshare with your Channel Partners.
- Offers a true partnership between you and your Channel Partners with the advantage of having eCoast as a “trusted advisor”.



What is eCoast's Approach?

Creating a partner portal and posting materials is just the beginning not the end. At eCoast we understand that the Manufacturer can create the tools but driving the intended behaviors takes a more personalized approach.

Partner Communication

- Channel Event Invites
- Partner Outreach
- Email Communication
- Program Portal Creative
- Partner Surveys
- Partner Recruitment
- Contest Management

Partner Enablement

- Sales Prospect Training – “Teaching them to Fish”
- Marketing Planning & Execution
- Inbound Marketing Support (on behalf of manufacturers)
- Partner Profiling
- Orientation Calls
- Campaign Design and Creation
- SMB Marketing Guidance

Cisco Microsoft Example

- Program Management
- Partner Communication
- Inbound Support
- Web Portal Design
- Email & Phone Communication
- Localization in 10 countries

CISCO

HOME
Program Registration

Cisco and Microsoft SMB Solutions
Fast Start Program for Cisco and Microsoft Partners

Cisco and Microsoft - Teaming Together to Deliver Solutions for Small to Medium Businesses

Program Overview
Welcome to the Cisco and Microsoft Fast Start Program, designed to meet the needs of channel partners who have a focused business practice in either IP Communications or CRM, or both. With the program, partners can leverage the market strengths of these two leading companies as well as access this exclusive partner portal, with sales, technical and marketing resources to support partner selling and profitability.

The CRM Opportunity
Innovative small to medium-sized businesses have their sights set on one clear objective: focusing their entire business on customers to increase profitability. Cisco and Microsoft have teamed up to deliver an integrated solution that helps companies get faster access to customer information resulting in superior service and more profitable customer relationships. The Cisco Unified CallConnector for Microsoft Dynamics CRM 3.0, part of Cisco's Smart Business Communications Architecture, make it easier for small and medium-sized businesses to have a platform for their total communications experience and be more competitive, profitable and productive.

Fast Start Benefits for Partners
Sign up today to drive additional business for your company. Here are some of the program collaboration benefits you can expect:

- Deliver a powerful combined solution leveraging market-leading Cisco Unified Communications and Microsoft Dynamics CRM.
- Access to various marketing programs including scheduling and using the Microsoft Across America (MSAM) truck and Microsoft Momentum

Expanded Availability of Cisco Unified CallConnector for Microsoft Dynamics CRM 3.0

Cisco and Microsoft are announcing the availability of Cisco Unified CallConnector for Microsoft Dynamics CRM 3.0 in English and 19 other languages including Danish, Dutch, Finnish, French, German, Greek, Italian, Norwegian, Portuguese (Brazilian & Portuguese), Spanish, Swedish, Czech, Hungarian, Polish, Russian, Turkish, Chinese (simplified) and Japanese.

[Read press release >](#)

Website: <http://www.ciscomicrosoftsmb.com/>

New Promotion Awareness

Do You Know What Time It Is?
The AT&T Managed Services GTM for Enterprise West

HERE'S YOUR NEXT CHANCE TO WIN!

Top ten (2) people with the largest quantity of qualified M deals entered in E-Sales February 1 - February 26, 2007 win a Canon i8 digital camera or alternative prize as listed below.

Alternate prizes are available to individuals that win more than one time. Alternate prizes may include Bose QuietComfort 2 Acoustic Noise Cancelling headphones or an Apple® iPod® MP3 Player with 30GB.

E-SALES REMINDER: When entering qualified M deals in E-Sales, select one or more managed services from the table and click the Select button at the top right. Per vicemail from Jim Stewart, make sure you check the boxes for all applicable managed services to your entry in properly captured, as indicated in [Step 6 of the Contest Rules](#).

SE's	FOURTEEN (14) SE'S HAVE WON THE \$100 iTunes CARD!
SEM's	SAM RENTFRO AND ULY DREDDO EACH WON A \$100 BEST BUY GIFT CARD
RM's	WINNERS TO BE ANNOUNCED SOON: By close of 2/27 (12:00), the three (3) RM's whose regions have highest amount of net new \$M as entered in E-Sales, with at least 10% AM's contributing, will win a \$100 Nordstrom gift card.
AM's	The First New Claim: SEVEN (7) AM's HAVE WON THE \$100 iTunes CARD!

WINNERS TO BE ANNOUNCED SOON:

Event Invitations

2007 Cisco Partner Summit - Las Vegas Western Area

Please join the Western Area Channels Team at the trendy TAO Restaurant in Las Vegas.

The Western Team will be hosting an exclusive reception for its partners. We would like to extend this invitation to you with hopes that you will be able to join us in celebrating our mutual success and the importance of our partnership. We look forward to seeing you in Las Vegas.

When: Tuesday, April 3

Time: 9 pm - 11 pm

Where: TAO Restaurant at the Venetian <http://www.venetian.com/>

US Western Channels Team

Note: Our TAO Reception will follow the Western Area Awards Reception scheduled from 5:30 PM to 7:00 PM as well as the Technology Solutions Forum from 7:00 PM to 9:00 PM.

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Contest Management

Congratulations!

Our final winners are

Jimmy Knoll and Robert Simpson
of
Systems Design Group

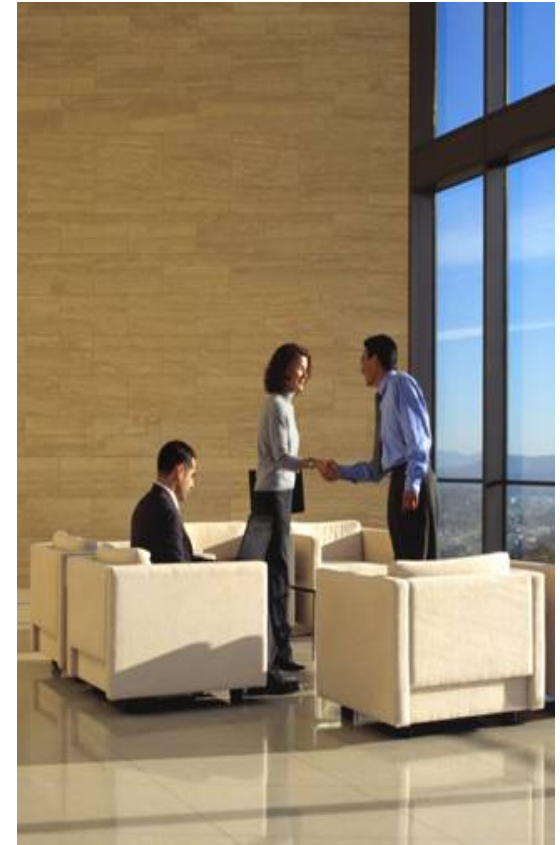
systems.design group
INCORPORATED

The Marketing company's technology partner since 1991.

Congratulations!

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- Enable Your Partners
- Build Mindshare
- Scale your partner program support
- Get more sales out of Tier 2 partners!



Thank you



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About eCoast: eCoast is a highly specialized sales and marketing vendor focused on providing customized solutions to multi-channeled organizations in the technology industry. For the past 7 years, eCoast has successfully executed channel focused engagements for leading technology companies in the US and Canada.. eCoast's service offerings have evolved from a "lead generation company" to a best practices channel-focused agency with a full-suite of services from program management, co-branding, scalable demand generation to partner enablement.