

## Cisco ARM Partner

### eCoast Driven Campaign for Sovran

In business since 1987, Sovran provides customized business solutions and ongoing services that truly focus on the goals of their customers. Sovran's Key Solutions include: IP Telephony, Managed Services, Customer Relationship Management (CRM) Security, Storage, and IT Infrastructure. They are continually evolving their staff and services, because doing so is invaluable to their clients and inherent to their success.

Sovran's commitment to their customers, and understanding the value of keeping them informed, lead them to participate in a Cisco ARM (Attach, Renew, Multiyear) Campaign. By taking part in demand generation campaigns, Sovran could educate their customers on how to better protect their network investment.

eCoast is strategically aligned with Cisco as an outsourced marketing partner, and are experts at implementing and managing multi-touch campaigns such as those offered under the ARM program. Using proven methodology, eCoast's campaign provided Sovran with qualified Cisco opportunities and pipeline revenue.

#### Campaign Details:

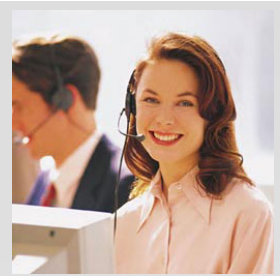
- ARM Integrated Marketing Campaign
- Duration: 1 month
- Focus Technology: SMARTnet
- Target Market: All Commercial SMB in MN

#### Campaign Support Provided by eCoast:

- Cisco/Sovran Co-Branded Direct Mail
- Campaign Implementation
- List Procurement
- 40 hours of professional telemarketing support
- Lead Management and Portal Access
- Weekly Reporting and Lead Tracking

#### Results:

- Lead goal was achieved
- Onsite appointments were scheduled by eCoast Call Agents
- Generated Substantial Pipeline Revenue



"As always, eCoast supplies exceptional leads that have pertinent and purposeful information. The leads are detailed, accurate and help to ensure that the sales rep who is following up has all of the information they need before making that initial call to the prospect. eCoast's web portal is easy to access and navigate. It takes any hassle out of managing the campaign at all.

The follow-up that is provided on a weekly basis ensures that the Partner is following up in a timely manner on the leads and also is beneficial if the Partner has any questions or concerns

We would ABSOLUTELY love to partake again in an eCoast/Cisco campaign.....thanks again for letting Sovran participate in this campaign!"

Jessie Damm  
Sovran, Inc

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