

## Targeted Cisco Displace Check Point Program Delivers Results for Partner



Evolve is a Premier certified Cisco “boutique” security focused solution provider. As a small solution provider, focusing on their core business and servicing their customers is their number one priority. They have grown primarily by word-of-mouth in the Sacramento, CA region.

Evolve was selected to participate in a fully-funded Cisco Displace Check Point demand generation campaign managed by eCoast Sales Solutions. The program was designed to be easily implemented by Cisco partners with limited marketing resources to generate net new qualified security opportunities. The primary point of contact at Evolve was President, Robert P. Johnson.

Evolve chose to focus 100% on a telemarketing campaign designed to incorporate their value proposition with Cisco's security solution offerings. eCoast Sales Solutions, the demand generation vendor, staffed the campaign with Cisco Sales Certified agents (CSEs) who represented Evolve.

eCoast and Evolve participated in weekly calls to make campaign adjustments and ensure the project was on track. Further, Evolve provided instant feedback on all the opportunities through eCoast's lead management tool.

### Campaign Stats

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**Target Market:** Commercial, competitive installed

**Region:** West

**Target Company Size:** 300 companies

**# of calls:** 994

**# of security leads:** 9

**# of prospects:** 4

**Lead Management:** eCoast's Lead Portal

**Total Pipeline generated:** \$730,500

**Campaign Package:** \$4000

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### Campaign Best Practices

Robert noted that the marketing efforts made through the Displace Check Point program provided a valuable opportunity in reaching out to net new prospects to grow their pipeline.

*"We have been extremely pleased with the campaign and the quality of leads. We have had a series of appointments that have attributed to building our pipeline which met our expectations. If there was any issue with the lead, Chris's team was able to re-engage. Overall, we are very pleased with the results and service."*

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The critical success factor in these types of campaigns is the level of Partner participation and engagement throughout the campaign. At times when challenges occur during campaigns; having open lines of communication between parties increase the likelihood of a successful engagement.