

# TSL Oracle and Sun Partner Marketing for Success

## TSL Services in this Case Study

- MINER EXPRESS
- LEAD MANAGEMENT
- PARTNER MARKETING

*“We were very happy with both the process and results from TSL. Not only were the leads very well qualified, but we have both closed sales and a strong pipeline resulting from the campaign. TSL proved to be a real asset in making this joint campaign a success.”*

Martin Botter  
Alliance Manager.  
Sun Microsystems.

## Project Specifics

- 21 times ROI.
- 6 Target Titles per company
- Complex, multi-vendor solution based offering..

## The Oracle Sun Alliance.

Together, Oracle and Sun offer clients a fully integrated solution that can deliver higher returns on investment than their existing infrastructure.

[www.oracle.com](http://www.oracle.com)

[www.sun.com](http://www.sun.com)

[www.tsleads.com](http://www.tsleads.com)



## Executive Summary

Partner co-marketing is particularly challenging. Without a clean handover of leads to each party, the relationship can quickly fall apart. When Oracle and Sun Microsystems decided to launch a co-marketing campaign in Europe, they turned to TSL to ensure they received the right leads, at the right time, through the right channels.

## The Challenge.

Oracle and Sun had developed a joint offering for their existing client base. The offer combined improved technical functionality with a higher return on investment. However, they needed a third party technical sales company to deliver the right message to clients, in order to generate high quality sales leads for their sales forces. The project would be launched with a pilot campaign in the Netherlands.

## The Solution.

Having reviewed a number of agencies, Oracle and Sun chose TSL to implement the project. As Michiel Contant, Director of Technology Upsell, Oracle EMEA explains:

*“This campaign was based on a complex technical offering, combining solutions from two separate companies. We needed an agency that had a proven track record in both technology sales and generating co-marketing*

*leads. TSL clearly demonstrated that not only could they deliver high quality IT leads, but they were also highly experienced in co-marketing complex IT solutions across Europe.”*

The goal for TSL was to not only identify solid sales leads, but also to ensure that the Oracle and Sun sales teams fully engaged with these leads and could move them forward to a close. TSL achieved this by organising conference calls between Leads, Oracle and Sun sales teams. This allowed a second layer of qualification and enabled all parties to jointly agree the next step in the sales process.

## The Results.

TSL over-achieved on the lead target by 253%. Within three months of the project's completion there had been a six-fold return on investment. The final return on investment predicted for the campaign is **21 times** the initial investment. A planned rollout of the campaign with TSL across Europe is underway.