

# Partner Participation Improvement

This multi-billion dollar data management and services vendor partnered with Extu to expand their partner reach and increase sales. Extu's through-channel marketing (TCM) software helped the vendor sell more of its reference architecture for server, storage and networking components by reaching more partners and increasing partner program participation with relevant, engaging marketing content.

**9x**  
Partner Participation

## Solution

A successful TCM program starts with marketing that catches partners' eyes and doesn't require too much time and resources. Extu provides a diverse blend of professionally-written content, including industry news and thought leadership, combined with an easy-to-use platform. We help vendors create and deliver content that drives not just pipeline growth, but attributable sales.

