



## Expansion Into the Enterprise Market

Extu worked to expand into the Enterprise market with a focus on driving server, storage, and networking solutions. The goal was to continue the growth of the vendor's Core Client Campaign in the SME and public sector space.

# \$6.9M

Attributable Closed Server Sales

## Solution

- **Strong Growth:** Initial pilot of 150 targeted resellers ramped to 250 partners due to high partner engagement.
- **Engaged Partners:** Program performed at an exceptionally high partner engagement rate of 85%.
- **High level of consideration:** Program driving record consideration and sales (MGO won) in expertise space.

### Results

## \$9.7M

2016 Attributable closed sales

## \$6.9M

Attributable closed server sales

## 1.4M

Reach

## 32:1

ROI