



Network Integrator Strengthens Brand and Business

Promedia's Partner Discovery exercise clarifies its value proposition, builds camaraderie, and closes more deals.

Customer Name: **Promedia Technology Services, Inc.**
Industry: **Technology Solutions**
Location: **East Little Falls, New Jersey**
Company Size: **55 employees**

Case Study

Business Results

- Introduced strategic planning process
- Led to unique value proposition and corporate identity
- Supported closing of transactions
- Gained consistency for sales and marketing messages
- Improved employee recruiting and new-hire orientation



Business Challenge

Promedia Technology Services is a regional network integrator with a customer base that spans elementary and secondary schools as well as state and local government offices in New Jersey.

Promedia's strong market position has resulted from its ability to smoothly build, integrate, and protect networks. The management team also attributes its success to the company's careful selection of technology partners. "Through the years, we have seen Cisco's growing commitment to the reseller channel," says Gene Murphy, president of Promedia. "Cisco's support of marketing, sales, and engineering has been great, and they are moving in the direction that we want to go. It has been more than ten years since Cisco became the manufacturer of choice for us, and they have continually proven to be the best choice as we grow our business."

The Cisco channel management team recognized an opportunity to help Promedia achieve even greater success. "When Cisco first suggested that we needed to develop our unique value proposition, to better stand out from our competitors, I thought that the Cisco Partner Discovery process was just another prolonged exercise," says Murphy. "We agreed to move forward out of our respect for our Cisco team and their track record. I quickly realized that we did need to do some work looking at our company. At one point, I asked a group of Promedia employees to describe what we do and who we are. I got ten different answers from ten people. I've always been a believer in branding, and we want everyone to see the name Promedia and instantly know who we are. Cisco brought us a process that could help us achieve this goal."

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President, Promedia Technology Services



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Solution and Results

The Cisco® Partner Discovery process provided a structured approach to evaluate the current state of the Promedia business, set goals, identify steps for achieving them, and establish milestones and schedules to drive progress. Cisco channel experts brought together Promedia executives and sales and marketing managers. "Discovery forced us to write down our Discovery objectives and attach timelines," says Wm. Paul Nolan, chief operating officer at Promedia. "Our Cisco team helped us come up with a unique value proposition, which was actually already on our website. We just didn't know what we were doing. As a result of our UVP and branding, we can very consistently communicate who we are to our clients as well as to ourselves. We've been pleasantly surprised. Our clients have also noticed the change and our staff now realizes its importance. Before Discovery, our proposals were often inconsistent. Today, we present ourselves as an organized, uniform, branded company. The consistency in logos, slogans, and look and feel definitely helps us close business."

The new corporate identity has built stronger working relationships within the company, and has helped with recruiting efforts. "Prior to Discovery, we didn't have a new-hire process," says Victor Falconieri, marketing manager at Promedia. "With an articulated corporate identity, we are able to better communicate our processes and organizational roles to new hires. This has also been carried through to our marketing literature."

During Partner Discovery discussions, the Cisco team also helped Promedia brand its managed services. "Cisco showed us a game plan," says Frank Romano, vice president of Technical Services and Business Development at Promedia. "They drove conversations that reminded us how important these things were to our business. We followed through and did the homework and it's made a big difference. Branding of our services has been huge; we've opened avenues for more Cisco solution sales. We also came up with marketing flyers based on the new branding. The branding exercise and gaining a clear value proposition have brought sales and marketing onto the same page and built camaraderie throughout our company."

During the initial Discovery discussions, the Promedia team came away with short-term and long-term goals. Management continues to work with the Cisco channel team, and the planning process that was set in motion has become standard operating procedure for strategic activities. "Discovery provided us with structure," says Murphy. "Out of our discussions, we came away with timelines, goals, and objectives. We understood what was required. We've stuck with it, because we knew that it was important for closing business." Nolan added, "If you want to convince customers that you can tackle complex projects, you have to be able to clearly present yourselves and your business. Today we can do that."