



Dell found that 90% of their partner revenue comes from their mid market partners. This set of partners has varying levels of awareness and adoption of the incentives and programs available to them. CSG created a quarterly campaign to Dell’s Mid-market partners, focusing on current incentives in market. CSG receives regular feedback that partners were not aware of these offerings prior to the call.

## Client: Dell

### Need

Partner awareness of incentives and programs.

### Solution

Tele awareness campaign.

### Budget

\$39,000 per quarter.

### Duration

14 months – ongoing.

### Goal

Maximize partner reach with discussion of Dell incentives and products.

### Result

1,074 program wins to date.