



We were able to deliver a flexible and differentiated approach to partner demand creation, resulting in higher-quality leads and greater marketing-generated pipeline.

*Former Senior Director of
Global Channel Marketing*

\$29.3MM

marketing-generated pipeline



Challenge

VMware's partner marketing managers previously operated in a tactical and reactive mode, while its partners wanted a **more strategic partnership with proactive support** and guidance on business opportunities and areas of focus. Additionally, VMware's **partners were asking for more flexibility** to customize marketing campaigns to their skill level.



Solution

VMware began by collecting partner insights from internal and external sources and **leveraged SiriusDecisions' Fast-Tracking Demand Creation Framework** to support the strategic planning and steps required to deliver demand creation programs that improve partner marketing capabilities.



Result

This program **positively impacted partners across multiple areas** including pipeline and ROI, leads, digital presence, social media growth, and partner experience.