



# A New Product Line Marketing and Sales Channel Strategy

## BACKGROUND

Broadcom ([www.broadcom.com](http://www.broadcom.com)) is a multibillion dollar international technology company. The company acquired a new networking company, with the aim of revitalizing that business unit's revenue and profitability, and filling a short-term gap in their product offerings. Broadcom needed assistance in the United States, Canada and Latin America with their channel partner efforts, which included developing key end-user wins.

## THE CHALLENGE: Increase Revenue and Channel Partners

Broadcom required a market analysis of the Americas and evaluation of the current partner ecosystem. With the acquisition, the company inherited an existing channel infrastructure and marketing program, which they were looking to integrate into a unified program for several business units that took into account the following:

- ✦ The existing Broadcom team was not focused on this market segment
- ✦ The new brand also had some negative press, which was a concern for customers and prospects
- ✦ A significant amount of inventory that was inherited with the company purchase, which would rapidly deteriorate in value.

Marketing budgets were limited; therefore, it was imperative to maximize any efforts by determining which tactics would be the most effective. It was critical to reduce the inherited inventory as quickly as possible, without creating a future pricing issue with heavy discounting.

## THE SOLUTION: Unified Marketing and Channel Strategy

Initially, all partners were contacted, and informed of the benefits of dealing with the stable new parent company, Broadcom. The new brand's sales campaign was segmented, so as not to dilute the current Broadcom teams existing efforts. A cohesive marketing plan was developed, that brought the best of the existing go to market strategy together with new messaging aimed squarely at existing and new profile target customers. Broadcom channel partners that fit within the new guidelines were also included in the effort. Lasting six months, the project produced the following results:

- ✦ Revenue and profitability were increased as desired
- ✦ Merged two distinct channel programs
- ✦ Inventory reduced to an acceptable level without significant price erosion
- ✦ Several new end user account wins

