

CUSTOMER STORY

Datapipe



Solution Overview

Products and Services
Product Launch

Industry
Information Technology & Services

Organization Size
501 - 1,000 Employees

Country
United States

Language
English

Datapipe Rolls-Out Microsoft Azure

EMM creates strong sales materials leading to successful product launch.

Understanding their needs:

Datapipe is a larger managed hosting and cloud services provider, delivering IT solutions tailored to each customer's needs. Datapipe recently launched Microsoft Azure, extending their offerings to better serve their clients.

How we helped:

Datapipe's Managed Cloud for Microsoft Azure allows clients to maximize their productivity in the cloud, feeling secure in the knowledge that they are backed by Datapipe's technology experts. In an effort to make this product launch a success, Datapipe engaged EMM to help with sales materials.

EMM created a Solution Sheet and Battlecard to give the Datapipe Sales Team the tools they needed to make their launch of Microsoft Azure a success. EMM took the unique approach of including use-case scenarios within the Solution Sheet, showcasing different challenges companies might face and how the Datapipe Managed Cloud for Azure can help. These use-cases gave the Sales Team and customers a better idea of how Microsoft Azure supports business goals. The Battlecard included a conversation guide for the sales team, along with key benefits and potential objections that may arise during a discussion.

The sales materials EMM provided Datapipe ensured the sales team had the resources they needed to have productive conversations with their customers and their Managed Cloud for Microsoft Azure launch was a success.

Following the success of the Managed Cloud for Microsoft Azure launch, Datapipe rolled out a new addition, featuring Azure Express Route. This new solution is ideal for those companies who want to take advantage of the public cloud, but still need to maintain strict security for data in their private environment.

Datapipe reached out to EMM for support with this new offering, and EMM delivered sales materials to support the team. EMM created a Solution Sheet and Battlecard that helped the sales team translate a technical offering into more understandable information.