

# Delivering a new channel brand from design through to revenue

Plexus creative brand development backed by extensive IT channel sales and marketing expertise proves a winning formula for Telency

## ■ BACKGROUND

Since 1987, the Telsis group of companies have been a pioneer in the telecoms industry, originally building telephony switches for major Network Operators around the world. With the rise of data services, they are now assisting operators with their digitisation strategies as they move away from traditional telephony services and are looking for new ways to compete against new competitors.

As part of this transition Telsis made the strategic decision to leverage their 30+ years of knowledge and experience to build a range of cloud based telephony services exclusively for the enterprise reseller market. This would be presented under a completely new brand and group company. The challenge was to find a marketing agency that could create the new Telency brand identity, but were also capable of driving the brand values, business propositions and core technology messages to the enterprise IT reseller channel.

## ■ FROM BRAND CONCEPTION TO REVENUE

Simon Brittain, director at Telency could select from an endless directory of marketing agencies capable of creating an identity for the new Telency brand. However, what Simon was looking for was a marketing and business development partner that could continue to work with Telency beyond the creatives to help build a base of new channel partners through an ongoing program of lead generation. In order for such a partnership to be successful, knowledge of the enterprise IT channel would be vital combined with expertise in current online marketing practices and marketing automation tools.

Plexus demonstrated a distinct capability to take the Telency brand from cradle through to reseller recruitment, as Simon explains, "From the outset it was clear that the Plexus leadership team would bring their decades of combined IT channel experience into play. The channel has very specific business models and a 'language' which the Plexus team understand well. This enables them to develop and critique IT channel messaging as a trusted advisor in a way that acts as a complimentary extension to the Telency sales organisation."



## Client Profile

### Company Name:

Telency (A Telsis Group Company)

### Location:

Fareham, Hampshire

### Year Founded:

1987

### Website:

telency.com

### Number of Employees:

60+

### Key Markets Served:

IP based telephony, exclusively through the IT reseller channel

### Specialisations:

Cloud/IP based telephony, service integration, software development.

The remit trusted to the Plexus team included a new creative brand identity for Telency, full website development, social media channel management, email marketing and copy writing of blog and promotional articles set with an appropriate 'tone of voice' for service providers in the cloud telephony space.

### ■ IMPROVED SALES WITH LEAD SCORING

A crucial part of brand development is establishing a set of brand values, and then communicating those values to prospects in a way which demonstrates that you can offer solutions to the challenges they are facing. Plexus have been instrumental in taking the Telency value propositions to the IT channel through development and refinement of an ongoing series of articles illustrating how Telency can enable resellers to differentiate themselves in a very crowded market.

Of course one size never fits all, so an essential element of the Plexus service is the detailed feedback provided following each campaign. This enables the combined virtual team to assess the relative success of each message against the target audience and make future adjustments as required.

A lead scoring process is applied which filters the warmest leads into the sales funnel with Plexus also providing inside sales support taking opportunities to the point of meeting handover.

Going forward the Plexus team are implementing further automated scoring and lead nurturing mechanisms to move prospects more efficiently along the sales funnel. As the cloud telephony market continues to evolve, the need for account based marketing has never been higher. The combination of creative skills and IT industry knowledge has proved a winning formula in selecting Plexus to build a channel base for Telency.

“One aspect we appreciate most is the complete transparency in the service Plexus provide, they seamlessly integrate into the Telency fabric as an extended part of our team”

*Simon Brittain, Sales Director, Telency.*

