

EMC's Ionix division penetrates the EMEA wide market with the help of Europa's Key Account development team



EMC Ionix is EMC's family of 21st century Infrastructure Management software solutions created to support organisations on their journey from physical IT, to virtual IT, to the cloud. Unlike existing management tools, EMC Ionix was built with virtualization and the next-generation data center in mind and leverages EMC's expertise across the data center.

In 2009, the EMC Ionix team identified a need to profile large enterprise accounts across the whole of EMEA, including Russia; to gain a detailed understanding of the infrastructure and strategies within these accounts – numbering around 400 in total – and then to nurture the interested accounts towards engagement with the Ionix account management team.

Immediate engagements were desirable as always, but the EMC Ionix team knew that this was a long term development programme that needed significant relationship building and ongoing, 'multi-touch' contact for traction to be made in this market.

EMC Ionix wanted an agency capable of operating across EMEA, providing multi-lingual skills, using highly trained staff that had the depth of knowledge and dexterity to cross-sell and up-sell across their broad range of solutions. The agency also had to be able to manage a relatively complex data and reporting process, and ensure their sales development team were closely integrated with the Ionix account management team.

Europa was given the opportunity to be bench-marked against the incumbent agency, during which time our performance and output was measured. EMC Ionix ultimately chose to work with Europa and nine months on, the programme continues to thrive, delivering high level engagements, Ionix opportunities for the EMEA-wide sales teams and winning plaudits from the Ionix sales management and marketing teams alike.

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Suhela Dighe, Marketing Director EMEA of EMC's Ionix Division, explains: "The Europa team has delivered what they said they would: they continue to hit very high standards in terms of the detail and accuracy of the marketing profiles and leads they are generating, and they are very easy to work with. We have been able to increase our penetration into the key accounts and increased our marketing team's contribution to the Ionix regional sales teams, by engaging with Europa."

David Crossman, Operations Director of Europa adds: "This is a complex account development programme that needs us to excel not only in ensuring a team of multi-lingual sales specialists continue to hit the high standards required by EMC Ionix, but also in constantly advising them on the most effective way of communicating with this group of very diverse and very large multi-national accounts. Fortunately we seem to be delivering to expectations!"



About Europa

Europa is a professional market development and sales resourcing specialist, working with many of the world's largest IT and Communications organisations. We help our clients to build relationships, sales pipelines and quality sales and marketing operations, direct and channel. We provide high quality resources and programmes that integrate seamlessly, with both your own teams and your channel partners, on a flexible, performance driven basis.

Proof of Concept

We are confident we can help you to win business targeting even the biggest international accounts. We know what works and we have the evidence, so contact us now on 01494 739800, or email enquiries@europa.co.uk and we'll get straight back to you.