



Vendor Profile

Channel marketing and management platform that enables global suppliers to deliver easily executable, multi-touch marketing programs to partners across multiple geographies in local languages

Supports b-to-b marketing tactics and tools including email, direct mail, webinars, live events, video, Google AdWords, banner advertising, retargeting, social syndication and content syndication

Open collaboration enables suppliers to enlist their own agencies or service providers to build content on the system that can be directly executed by partners or downloaded and executed

Vendor at a Glance: StructuredWeb

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Client Roster

Canon
Cisco
EMC
General Electric
VMware
Westcon

Operations

Revenue: \$1MM-\$10MM
Employees: 50-100
Global Presence: none
Key Industries Served: Information Technology

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Many b-to-b suppliers are achieving measurable increases in sales through channel partners by placing more focus and investment in enabling partners to deploy their own demand creation activities. In recognition that partners typically have limited marketing expertise and resources, these initiatives go beyond simply supplying them with data sheets, photos and content for their Web sites or providing them with pre-packaged, multi-touch marketing campaigns. They also employ channel marketing and management (CMM) platforms to make it as easy as possible for partners to co-brand, customize and successfully execute supplier-provided marketing campaigns and activities.

StructuredWeb provides a software-as-a-service (SaaS) based CMM platform comprising five marketing modules that can be deployed individually or together: Direct Marketing, Content Marketing, Online Advertising, Social Marketing and Content Syndication. The modules support creation of co-branded collateral, multi-touch campaign building and execution, Web site content syndication, lead nurturing, and reporting and analytics. Three management modules – Lead Management, Partner Management and Workflow Management Systems (WMS) – support the five core modules.

StructuredWeb's standard pricing ranges from \$10 to \$50 per active partner, depending on the number of modules used. It also offers unlimited usage (per partner) as well as regional and global unlimited licenses that range from \$30,000 to \$100,000 per module. Monthly, quarterly or annual billing is offered; no long-term contract is required.

Functionality and Vision

The presence of functionality is a dimension that SiriusDecisions uses to evaluate a vendor's offerings; in addition, vendors must demonstrate the functionality is capable, and have a vision for continuous improvement. Our analysis of StructuredWeb around these components is as follows:

- **Functionality presence.** The StructuredWeb solution platform offers suppliers and their partners more than 18 multi-touch marketing tools through its five marketing modules. The Direct Marketing module facilitates email, direct mail and telemarketing. The Content Marketing module supports syndicated webinars, live events and video. The Online Advertising module supports Google AdWords (pay-per-click), display/banner ads and retargeting. The Social Marketing module supports social media syndication, and the Content Syndication module supports partner microsite, syndicated product catalogs, Web site syndication and document syndication. The Lead



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Management module provides lead distribution and ensures that the leads developed from marketing activities employed on the platform are captured, properly qualified and nurtured. The Partner Management module provides access to the partner marketing portal, marketing concierge and deal registration functionality. The WMS facilitates providing partners with a menu of marketing services or tools provided by third-party agencies and provides permission-based and function-based access (e.g. allowing a telemarketing agent access only to specific functionality, the partners he or she needs to serve, and a list of assigned prospects to support).

- **User experience.** StructuredWeb allows suppliers to offer their partners both a self-service and full-service experience. The vendor recently revamped the user interface for the self-service model and added a step-by-step tutorial tool inside the platform. For partners that prefer more assistance, StructuredWeb's full-service marketing concierge services include execution of fully integrated and ongoing marketing programs on behalf of partners with little or no partner involvement required. The platform utilizes a multilingual user interface capable of supporting more than 80 languages (13 are currently in use) and can integrate with a third-party live translation software solution.
- **Vision.** A recent major enhancement is the incorporation of predictive analytics into the lead management module, allowing more focused and precise lead alerts and activating dynamic lead scoring for partner-generated and vendor-generated leads. Combining this function with the new dynamic grouping capability allows automated nurturing to happen on behalf of a partner with almost no partner action required other than standard lead followup. Planned near-term platform enhancements include full integration with Salesforce.com and other third-party sales force automation (SFA) platforms, as well as continued enhancements to the platform user interface.

Essential Elements

As important as features and functionality is a vendor's ability to deliver and implement its solutions. Our analysis of StructuredWeb along this dimension that we call "essential elements" is as follows:

- **Integration.** The StructuredWeb platform has industry standard APIs that facilitate integration with other

enterprise solutions. However, unlike most other popular CMM solutions, StructuredWeb does not have native integration (i.e. pre-built connectors) with the most popular SFA, marketing automation and partner resource management platforms. Full integration with Salesforce.com is on StructuredWeb's product roadmap. However, until integration with other technology platforms is better supported, this deficiency can affect both deployment costs and timeline.

- **Deployment.** To expedite platform deployment, StructuredWeb offers consulting services to help suppliers build an effective partner-led marketing practice, creative services to assist in developing marketing programs, concierge services to facilitate partner onboarding, and as-needed post-deployment services (e.g. guiding partner marketing play selection, providing list support, contacting partners directly to ensure proper lead followup, customizing and executing programs on partners' behalf).
- **Training.** StructuredWeb provides free training in a variety of formats, including comprehensive live training for suppliers, live walk-throughs for partners and vendors, and tutorial videos and webinars. Direct training to suppliers' marketing agencies, distributors and partners, as well as train-the-trainer sessions for third-party concierge services agencies, are available by request.
- **Support.** Free support includes 24x7 technical support by phone for suppliers and their partners, access to documentation and videos on the online support site, online chat, and training for internal partner managers or concierge agencies that provide ongoing partner support. In addition, StructuredWeb provides 21 hours of live support daily through its internal teams and 24-hour support using global partners that specialize in specific countries and languages. Creative services, channel marketing consulting services and partner marketing concierge services are available for a fee.
- **Vendor viability.** Although channel marketing automation solutions have only recently gained widespread acceptance, StructuredWeb has been providing services and technology to enable channel partners to execute marketing programs since 1999. With more than 100 suppliers as customers and more than 25,000 partner users, StructuredWeb is among the most highly utilized CMM solutions in the market. The



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company's growth strategy includes leveraging existing partners to secure agreements with more of their suppliers, and expanding beyond IT to new verticals (e.g. healthcare, insurance). As with any private company, we recommend securing references from StructuredWeb customers as part of the due diligence process.

The Sirius Decision

StructuredWeb offers one of the most comprehensive CMM solutions on the market today, and it has a strong reputation for responsive support, continually enhancing its solution, and meeting unique customer functionality and integration requirements. However, although StructuredWeb has experience providing solutions for global partner communities, most of its revenue is derived from the U.S. market, and it employs third-party organizations to support its customers in Europe or Asia. Therefore, suppliers with extensive presence and support requirements outside North America should secure customer references from the relevant global regions.

