



## CASE EXAMPLE: NETWORK GENERAL

immixGroup developed a public sector channel program to reward Network General's demand creators, streamline its government sales and procurement process, and expand its presence in the government market. Within the first year, six of Network General's government partners ranked in Network General's list of top ten partners among Network General's 45 partners worldwide.

### Background

With Network Associates' \$275 million divestiture to Silver Lake Partners in April 2004, the 600-employee Network General Corp. was reborn. Its new focus was on growth and profitability, building on its \$200 million annual revenue rate among 6,000 organizations worldwide, while aggressively expanding its network performance management product line into application performance management. Expanding its global direct sales and reseller channels in the commercial and public sectors was a top priority to achieve its corporate goals.

### The Challenge

Network General's primary challenges with its government program were in realigning its channel partner fit from the divestiture, and in creating the scalability needed to meet the company's aggressive direct and channel sales objectives as an independent entity. The spinoff company also needed to re-establish a presence for itself in the market under its separate identity.

Although completely independent from its former parent, Network General inherited a network of 12 sales channel partners that were more closely aligned to the high volume, mature McAfee product line than to Network General's enterprise level network and application performance management software. With a much more involved sales process and a direct sales force, Network General had a target partner profile oriented towards specialists with a strong networking background and services capabilities rather than volume order fulfillment warehouses.

To scale the business, Network General needed to streamline its public sector program for growth by simultaneously supporting its direct government sales force and its channel partners. With more than 1,000 SKUs with updates quarterly and even mid-quarterly, consistency across each of the 12 partners' government contracts was impractical. These redundant contracts ranged from GSA schedules, GWACs such as NASA SEWP and NIH ECS, to several agency-specific BPAs and state government contracts. This redundancy bore a tremendous administrative burden upon Network General's government team and partners alike. In addition, it delayed sales cycles and created an environment of unnecessary competition among direct reps and partners, ultimately eroding pricing and margins.

### The Solution

Based on these circumstances, Network General's objectives to grow and manage its government business were clear:

1. Reward direct and channel reps for respective demand creation
2. Expand Network General's public sector presence
3. Partner with specialists
4. Streamline procurement processes
5. Establish pricing consistency government wide

immixGroup collaborated with Network General to develop a program to maximize public sector revenue, leveraging Network General's direct sales organization and valued channel sales partners.



*“We had many options available to us when we decided to implement this type of change in government business. immixGroup has proven itself to be of the greatest value to Network General. Business has grown significantly and the implementation of the immixGroup partnership is a key step in our goal of doubling our business every two years.”*

Bob Carter, V.P. Public Sector Sales, Network General

## Results

Launched in August 2005, Network General's channel program has achieved all of its objectives.

### Reward demand creators

Through immixGroup's channel program, Network General's government channel partners now retain higher margins and are rewarded for bringing Network General solutions into new opportunities. Using Network General's deal registration program, partners and direct reps designate opportunities they have found and intend to close, thereby eliminating the possibility for deal poaching and margin erosion.

### Expanded presence

immixGroup also developed a public sector marketing plan to generate leads, increase awareness and support the government business case for Network General's solutions. The program yielded more than 500 government sales leads in the first six months through a combination of trade shows, seminars, webinars, telemarketing and online advertising.

By leveraging immixGroup's senior level business development relationships and expertise, Network General has executed on its strategy to expand its reach throughout the systems integrator community.

### Partnering with specialists

Network General's government channel partner network today consists of seven specialized partners in total, six of which rank within Network General's top ten channel partners worldwide. By delivering highly valued services that provide leverage for Network General's direct and channel sales teams alike, immixGroup has grown to become Network General's number one channel partner worldwide.

### Streamlined processes

immixGroup has eliminated contract redundancy throughout Network General's government business, streamlining all of the mechanics necessary to close deals. As the exclusive government contract holder for Network General products and services, immixGroup manages all contract modifications with GSA as well as state government contracts such the Ohio State Term Schedule and the California Multiple Award Schedule. Agency specific BPAs are tied to immixGroup's GSA Schedule contract, enabling seamless updates.

### Established pricing consistency

In addition to streamlining the ordering process, consolidating contract vehicles ensures consistency in pricing, terms and conditions for Network General's products throughout the government, reversing the unnecessary price and margin erosion that existed previously.

Network General has also benefited from immixGroup's team development programs, including federal team training workshops and agency briefings. For example, one individual from Network General's public sector team has consistently met and exceeded his individual sales quota after initially learning about the federal market at an immixGroup workshop.

Network General is extremely pleased with the results and success it has achieved through immixGroup's channel program.

“In summary, the goals that we set out to achieve through the implementation of a channel program have been undeniably achieved with the immixGroup partnership,” said Bob Carter, VP Public Sector Sales at Network General. “We had many options available to us when we decided to implement this type of change in government business. immixGroup has proven itself to be of the greatest value to Network General. Business has grown significantly and the implementation of the immixGroup partnership is a key step in our goal of doubling our business every two years.”



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