



## Secure Computing

# Client Case Example:

## Improving Control, Efficiency, and Revenue Generated from the Federal Sales Channel

### Background

Secure Computing (Secure) is a global leader in Enterprise Security solutions, providing Internet security appliances and software to proactively protect organizations against email and Web threats such as viruses, spam, malware, and network intrusion. Secure had tried a number of sales strategies in their efforts to market to the Federal government. They had held and maintained their own GSA Schedule contract; they used a traditional value added reseller (VAR) model...all with limited success.

After initially searching for another reseller to hold their GSA Schedule, it became apparent Secure had other issues that would not be adequately solved in that conventional arrangement. immixGroup's Channel Aggregator Program, however, was flexible enough to manage all the organizational challenges their government business faced, while providing the value added services necessary to grow their government business.

### Business Challenges

Secure confronted numerous challenges to their federal sales efforts. When holding its own GSA Schedule contract, Secure was limited in how it could sell its products commercially while still remaining compliant with federal regulations. In addition, holding their own schedule came with contract management burdens and risks, taking focus away from their sales efforts.

"immixGroup's Channel Aggregator Program provided us with significant operational, sales, and marketing leverage that allowed us to focus on growing our Federal business in the most effective and efficient manner possible."

**Matt Galligan, VP Federal Sales**  
Secure Computing

However, placing its products on partner contract vehicles and working within traditional channel or reseller models was fraught with its own management challenges. This forced Secure to deal directly with dozens of partners, each with specific terms and conditions. Like before, managing disparate partners meant too much time focusing energies on issues other than selling product.

Secure required a government-focused sales program that offered the control of going direct with the scale and flexibility of a large channel program. immixGroup and its Channel Aggregator Program was uniquely positioned to deliver a public sector sales plan that addressed these concerns.

### Solution

To deal with these complex and unique challenges, immixGroup provided its Channel Aggregator Program, a customized, comprehensive methodology to help Secure grow and manage their entire government business. immixGroup delivered a variety of value added services to both Secure and its channel partners, developing and supporting numerous demand creation activities, providing government marketing expertise, sales team training and development assistance, detailed market intelligence information, and deal support and contract management services. These activities established neutral, consistent contract leverage allowing Secure and its partners higher net margins while increasing demand, brand awareness, and product knowledge.

In addition, immixGroup acted as Secure's master federal business aggregator, creating a streamlined partner boarding process to insure ordering and operational efficiency, and providing seamless integration of pricing practices to ensure smooth business operations throughout the channel while maintaining regulatory compliance. This led to shorter sales cycles, mitigated risks, and provided more accurate reporting and greater ease of doing business. Further, this allowed Secure to maintain visibility into its channel and control of its program, while immixGroup implements the plan and manages fulfillment.

### Results

Secure and its VAR and system integrator channel partners benefitted greatly from immixGroup's Channel Aggregator Program. immixGroup's demand creation and market intelligence services, coupled with its back office contract management and procurement expertise, enabled Secure to increase its government revenue by \$25 million while decreasing its management costs by 90%. Secure noted a shortening of their sales cycle, from an average of 120 days prior to instituting the immixGroup Channel Program, to 90 days once the program was in place.

Furthermore, Secure found it more simple and efficient to work with a single government sales partner, rather than dozens, minimizing their credit and contractual risks. And, Secure has parlayed the immixGroup Channel Program into State, Local and commercial opportunities, helping to maintain GSA margins in new markets.

immixGroup's Channel Aggregator Program delivered improved channel efficiencies, significant demand generation and revenue growth, shortened sales cycles, and contract management expertise enabling Secure to focus on growing its public sector business.

