CMS distribution

COMMERCIAL MARKETING TEAM

MARKETING BROCHURE

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Introduction our customer base to your company

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Starting point to build any campaign

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Drive sales through our ecommerce platform

4 **DIGITAL ADS PPC**
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Advertisement on a specialised channel

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From concept to execution, for impactful events.

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High quality merchandise for events; design and delivery.

8 **CORPORATE DESIGN**
Redesign, master slide design and branding support

9 **GRAPHIC DESIGN**
Infographics, case studies, datasheet and design support.

VENDOR LAUNCH

Discovery call and **planning session** to discuss your launch campaign.

Includes:

- Press Release
- External Email
- Social Announcement
- Corporate Website Vendor Page
- CMS Store Vendor Spotlight Page

CAMPAIGN
PACKAGE

The starting point to building any campaign. Recommended for **product promotion** or **webinar.**

Includes:
- Email (Solus)
- Social Post
- Data Follow-up
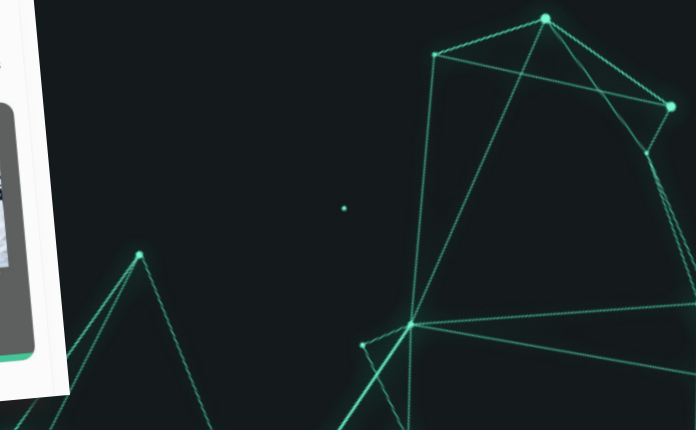
CMS STORE
DIGITAL ADS

Utilise **our ecommerce site** to showcase your range of products to a **large database** of B2B customers.

- Homepage Banner
- Category Banner
- Featured Vendor or Product
- Vendor Spotlight Page
- A+ Content
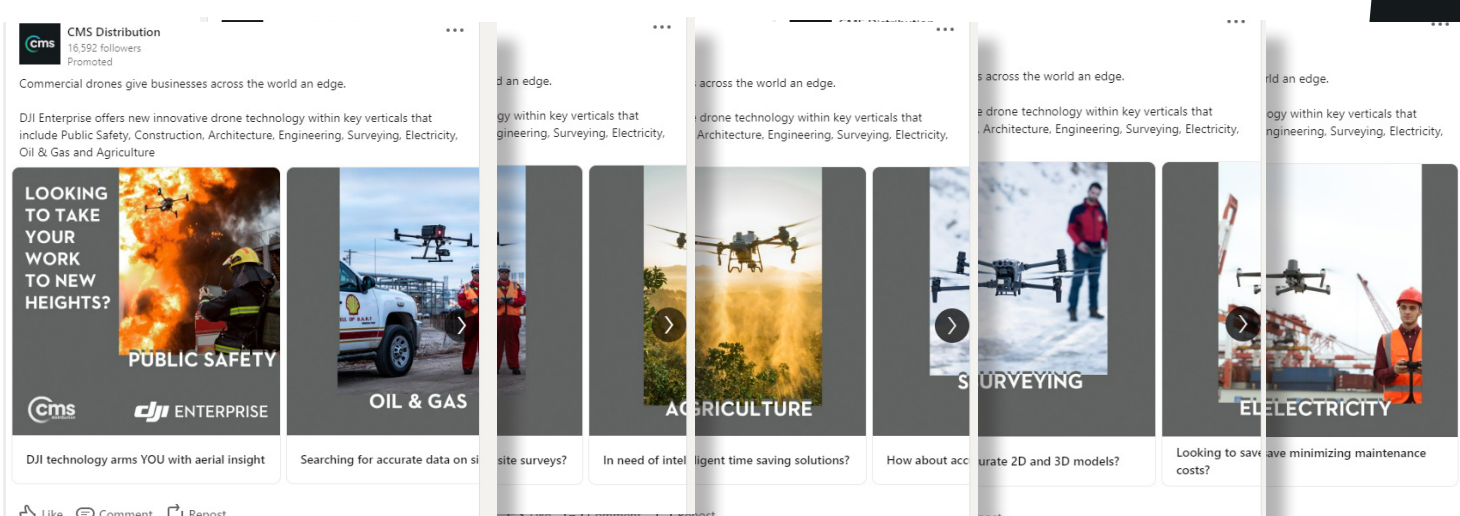
PPC
DIGITAL ADS

Recommended for **lead generation**, **event promotion**, driving **product sales**.

- LinkedIn Ads Campaign
- Google Ads Campaign
- Campaign Set Up and Management
- A+ Content and Web Banners

STOCK IN
THE CHANNEL

Advertisement space on the **B2B eCommerce** platform for **IT resellers and MSPs.**

- Leaderboard (Category)
- Skyscraper (Category)
- MPU (Segment)
- Wallpaper (Websitewide)
- Advertisement in News in the Channel
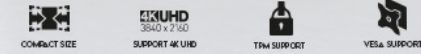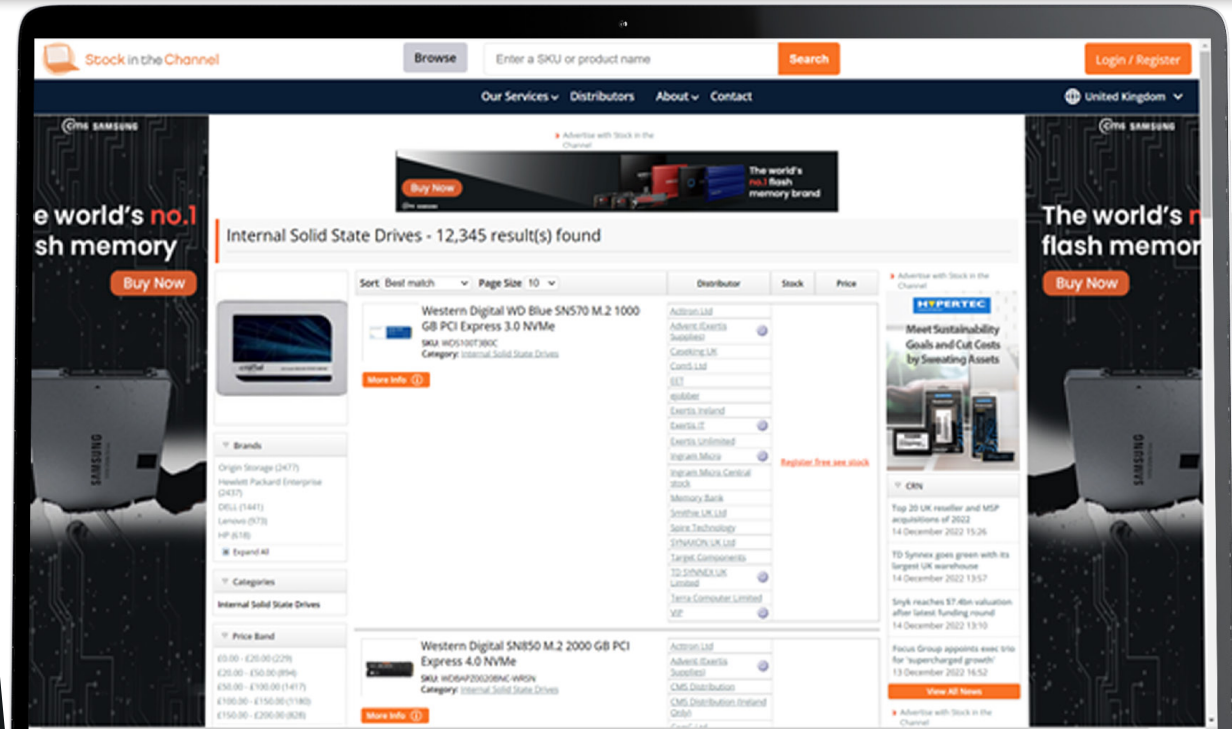
EVENTS
MANAGEMENT

From **concept to execution**, we ensure every detail aligns to create **memorable** and **impactful** experiences

- Webinars
- Roundtables
- Expos and Exhibitions
- Stand & Banner Design
- Lanyard & Badge Design
- Golf Days
- Awards

TECHFORUM
RANSOMWARE

// 15 June 2023

First_name Last_name
COMPANY NAME
JOB TITLE

VENDOR

Partner Forum

MERCHANDISE
SUPPORT

High quality and **enivonmentally friendly** merchandise for your customers. Designed and delivered ready for **expos, exhibitions, roadshows** and **gifting.**

- Clothing & Accesories
- Travel Mugs
- Portable Chargers
- Backpacks

CORPORATE DESIGN

Quality corporate design to **professionally showcase** your company.

- Corporate Deck Design
- Powerpoint Refresh
- Letterheads
- Business Cards
- E-Signature

GRAPHIC DESIGN

High **quality design** support for **logos, infographics, editorial** design and case studies

- Infographic
- Logo Design
- Case Studies
- Datasheets

RANSOMWARE
WHAT ARE THE THREATS?

Common Targets

BANK	+	MSP	Government
Financial Services	**Healthcare**	**MSPs and MSSPs**	**Governments**
Theft of PII, money and service disruption	Information poaching and service disruption	Access to multiple client systems	Critical services that can't afford to go down

$485k
Average cost of a ransomware insurance claim

$4.62m
Average total cost of a ransomware breach

$265bn
Ransomware will cost victims annually by 2031

41%
of ransomware attacks use phishing as the delivery method

71%
of organisations worldwide were repor... ransom...

Cost

Time

43 MINUTES

TO ENCRYPT

100k FILES

Average reco...

Data Loss

8%
Recovered all data after paying a ransom

Recovered no... than half the... after paying a r...

65%
Average amount of data recovered after paying a ransom

TECH FORUM
ransomware

13MM

BUSBI
Scooters

DrayTek
Case Study

Breathe AV Delivers High Performance Wireless Network for The Butchers Social in Solihull

THE FOREST HOTEL
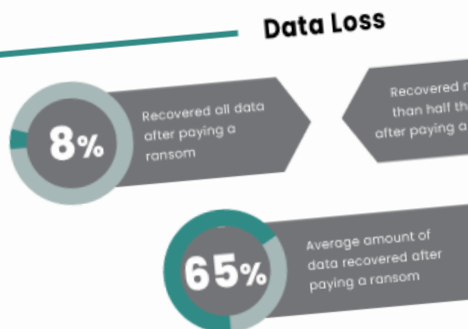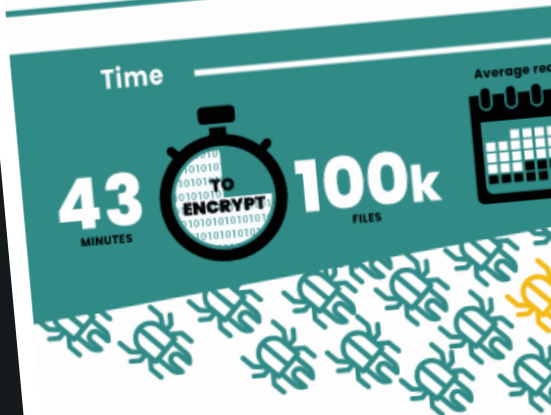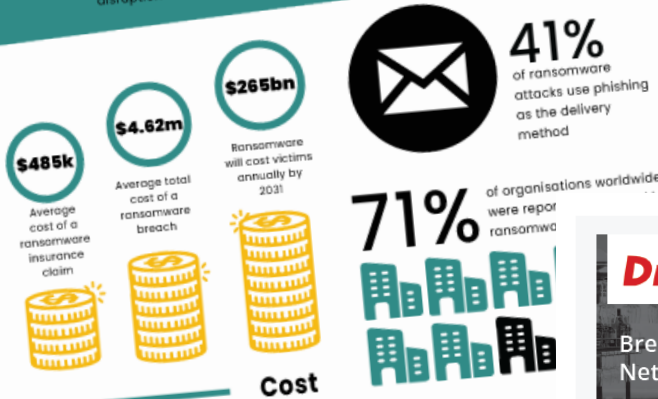
Client:
The Butchers Social at the Forest Hotel

Partner:
Breathe AV, Warwick

About the company:
Breathe AV offers technological expertise for the installation and maintenance of AV equipment for businesses, hotels and retail such as screens, projection, video conferencing, audio systems, sound systems, digital signage and CCTV. They also install AV and security into your home, including cinema, Sonos, Control 4 systems, Dolby atmos, CCTV and networking.

Products:

Vigor 2962 fibre router

VigorAP 1060C

The Overview

Breathe AV resolved network issues by installing a DrayTek high-performance router, switches, and Wi-Fi 6 access points. This upgrade resulted in a 50% speed boost, particularly notable in hotel rooms, addressing poor connectivity, improperly installed cables, and disruptions during large events.

The Requirement

The Butchers Social is a high-end restaurant, bar and 12-room hotel, located in Dorridge, Solihull. New owners requested a full network upgrade during a recent facility refurbishment to improve internet speed and coverage.

The building had improperly installed cabling and existing networking equipment provided poor wireless connectivity.

During peak hours or during a large event, such as a wedding - with up to 200 patrons - the existing wireless network could only support approximately 30 people at time. This impacted EPOS systems, with tills going down frequently.

The problems continued in the hotel bedrooms, where there was not enough wireless coverage and low download speeds.

Your Reliable Networking Solutions Partner   1/3

Case Stud...
...d Yealink

WHAT NEXT?

Contact our team to **discuss** your business goals and we can recommend a **plan of action**

Opportunity
Discuss upcoming CMS marketing opportunities and events

Discovery
Book a discovery session to discuss campaign opportunities

Goals
Tell us your goals and we can help you achieve them

Website
Review your vendor page and ad space on our webstore

Get in touch