



COMMERCIAL  
MARKETING  
TEAM

# MARKETING BROCHURE

---

# CONTENTS

---

## 1 NEW VENDOR LAUNCH PACKAGE

Introduction our customer base to your company

## 2 CAMPAIGN PACKAGE

Starting point to build any campaign

## 3 DIGITAL ADS CMS STORE

Drive sales through our ecommerce platform

## 4 DIGITAL ADS PPC

LinkedIn Ads & Google Ads creation and management

## 5 DIGITAL ADS STOCK IN THE CHANNEL

Advertisement on a specialised channel

## 6 EVENTS MANAGEMENT

From concept to execution, for impactful events.

## 7 MERCHANDISE SUPPORT

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

Welcome to the World of Designing Sound

[Learn more >](#)

**CMS Distribution announces new partnership with Sudio**

Sudio has consistently set the bar high with their innovative and stylish audio products, earning a strong and loyal following. This partnership is a testament to CMS Distribution's commitment to delivering cutting-edge technology solutions to our resellers, helping you stay at the forefront of the industry.

[Browse Sudio](#)

**Wireless Earphones**

In-ear or open ear, for music or for calls, rain or shine. Sudio's wireless earbuds are designed to fit a dynamic lifestyle.

**Wireless Speakers**

Don't worry about choosing between sound quality and portability. Sudio's speakers pack easily in your bag and pack quite a punch.

**Learn more about this partnership**

To learn more about this exciting partnership, visit the links below.

[Enquire about Sudio](#) [Press Release](#)

**sudio**

Enjoy 15% OFF on selected Sudio CMS Store Exclusive Pricing

**sudio**

Sudio is a Swedish based audio brand which began its journey in 2012. Founded by engineers, built by music enthusiasts, and designed for the everyday consumer. Offering robust and affordable audio products that don't compromise on quality. It takes both beds of engineering and creativity to produce quality products at accessible price points. Sudio boasts a global presence with its products available in over 100,000 stores across the world. While historically strong in the Asian market, they have experienced rapid growth over the past year in the Middle East, North America, and South America.

Shop Sudio's range of earphones, headphones and portable speakers on the CMS Store.

**POPULAR CATEGORIES**

Headphones & Earphones Portable Speakers [View All](#)

**FEATURES**

**Masters of Sound**  
Passionate about making sound come to life

**Scandinavian Roots**  
Form, function, quality, ease, and relevance underpin everything we do

**Sustainable Awareness**  
Mindful and conscious designs

**Music On-The-Go**  
Take music with you wherever you go

**FEATURED PRODUCTS**

Sudio N2 Blue (MSD-000002)

Sudio N2 Pro Sand (MSD-000016)

Sudio N2 Black (MSD-000010)

Sudio A1 Blue (MSD-000003)

[View All Sudio Products](#)

**LET'S STAY IN TOUCH**

All the best offers, deals and supporting campaigns straight to your inbox. Opt out at any time.

Enter your email address

**STUDIO**

**WHY STUDIO?**

Available in [UK](#) [USA](#) [Canada](#)

Sudio is a Swedish based audio brand. Founded in 2012 by engineers, built by music enthusiasts, and designed for the everyday consumer. Offering robust and affordable audio products that don't compromise on quality.

**Sudio Products**

**SUDIO A1**

The best thing in the ear isn't simply the fact that Sudio A1 earbuds are the best, but that they stay in the ear, just when you need them. They are comfortable, they fit, they are designed to last.

**KEY FEATURES**

- Open Ear Earbuds
- Water Resistance IPX4
- Up to 8.5 hours play time

**SOUND PROFILE**

The Sudio A1 is paired to work with a deep bass and clear mid and high frequency vocals.

**SUDIO A1 PRO BLACK**

Simple, sophisticated, and smooth in the hand, the Sudio A1 Pro earbuds enhance your everyday life with Sudio's sound and wireless design. These earbuds have a unique design in their own right, with a sleek, modern look that is both functional and aesthetically pleasing.

**KEY FEATURES**

- Active Noise Cancellation
- Microphones (2) for calls
- IPX4 Water Resistance
- Water Resistance IPX4
- Up to 7 hours play time

**SUDIO N2 PRO**

Powerful, portable, and sleek, the Sudio N2 Pro is where music and design meet. The combination of its sleek design and active noise cancellation, offers you a truly immersive listening experience.

**KEY FEATURES**

- Active Noise Cancellation
- Microphones (2) for calls
- Water Resistance IPX4
- Up to 8 hours play time
- IPX4 Water Resistance

**WHY PARTNER WITH CMS & STUDIO?**

With a range of in-ear and hybrid earbuds, as well as an active noise cancellation and speaker products, Sudio offers a wide range of consumer music devices available on CMS.

If a collaboration interests you, our customers get the best price on products from both CMS and Sudio, in terms of MSRP, shipping and customer service availability.

**GET IN TOUCH**

Contact us to find out how we can develop your Sudio business.

First Name:

Last Name:

Email:

Company Name:

Company Address:

Message:

[Submit](#)

**CONTACT**

Our website is committed to protecting and respecting your privacy, and we will only use your personal information to provide you with the best possible service. We will never sell or share your personal information with any third party without your consent. We will only use your personal information to provide you with the best possible service. We will never sell or share your personal information with any third party without your consent.

By clicking below, you consent to allow CMS Distribution to store and process the personal information submitted below to provide you the best possible service.

[Privacy Policy](#) [Terms & Conditions](#)

**Accelerate your customers' automation with Ansible**  
 With the 2+1 promo for eligible customers

**Red Hat Ansible Automation Platform**

Adopting automation as a strategic differentiator requires a top-down strategy that includes investing in time, technology and people.

Red Hat Ansible Automation Platform is Red Hat's enterprise IT automation solution that includes everything needed to build, deploy and manage end-to-end automation at scale. Built on a powerful, agentless framework, Ansible Automation Platform is engineered to help organisations create, manage and scale their automation workloads.

It offers a flexible, stable and security-focused foundation for deploying end-to-end automation solutions – from IT processes, to hybrid cloud, to edge locations.

**Take Your Work to New Heights**

Commercial drones give businesses across the world an edge. DJI Enterprise offers new innovative drone technology within key verticals that include Public Safety, Construction, Architecture, Engineering, Surveying, Electricity, Oil & Gas and Agriculture.

**cms** **dji** ENTERPRISE

**Reduce Risks**  
 Keep projects on schedule and your people away from danger.

**Drone-powered safety monitoring**  
 without halting compromising projects from operation.

**Drone data create accurate models**  
 that inform local geographic helping teams

**CMS Distribution**  
 17,102 followers  
 3mo · 🌐

Take Your Work to New Heights

Commercial drones give businesses across the world an edge. DJI Enterprise offers new innovative drone technology within key verticals that include Public Safety, Construction, Architecture, Engineering, Surveying, Electricity, Oil & Gas and Agriculture.

Find Out More: <https://bit.ly/3LmNE3g>

#publicsafety #engineering #oil&gas #agriculture #construction #drones #dji

**CMS** **dji** ENTERPRISE

5 reposts

👍 Like    💬 Comment    🔄 Repost

**DJI Matrice 30T**

**CMS Distribution** @CMSDistribution · Mar 13  
 DJI Enterprise offers new innovative drone technology within key verticals.

Find Out More: [bit.ly/3LJ13t3](https://bit.ly/3LJ13t3)

#publicsafety #engineering #oil&gas #agriculture #construction #drones #dji

**cms** **dji** ENTERPRISE

**CMS Distribution**  
 18,993 followers  
 2d · 🌐

Adopting automation as a strategic differentiator requires a top-down strategy that includes investing in time, technology and people.

**Red Hat Ansible Automation Platform** is Red Hat's enterprise IT automation solution that includes everything needed to build, deploy and manage end-to-end automation at scale. Built on a powerful, agentless framework, Ansible Automation Platform is engineered to help organisations create, manage and scale their automation workloads.

All Red Hat partners can use the "2+1" promotion to offer eligible customers a 3-year subscription of Red Hat Ansible Automation Platform for the price of a 2-year subscription:

- Potentially make more margins on services vs. selling subscriptions
- Contact new customers and new departments in existing customers about automation
- Increase their automation skills with an Ansible Masterclass
- Run customer demand generation with co-brandable campaigns and an Ansible workshop

Get in touch: <https://bit.ly/3wOp494>

#CMSDistribution #RedHat

**Accelerate your pipeline with automation**

With the 2+1 promo for eligible customers

**cms** **Red Hat**

2 comments · 1 repost

👍 Like    💬 Comment    🔄 Repost

**Shop our DJI Enterprise**

**DJI Matrice 300 RTK**    **DJI Matrice 30**

Now    Buy Now

**Public Safety**

Drone-powered safety monitoring arms firefighters with accurate data, enabling rapid, efficient, and informed decisions to maximize safety.

Drone-powered safety monitoring arms firefighters with accurate data, enabling rapid, efficient, and informed decisions to maximize safety.

Drone-powered safety monitoring arms firefighters with accurate data, enabling rapid, efficient, and informed decisions to maximize safety.



- "Accelerate your automation pipeline"
- All Red Hat partners can use the "2+1" promotion of Red Hat Ansible Automation Platform subscription:
- Potentially make more margins on services vs. selling subscriptions
  - Contact new customers and new departments in existing customers about automation
  - Increase their automation skills with an Ansible Masterclass
  - Run customer demand generation with co-brandable campaigns and an Ansible workshop

**Chris Watson**

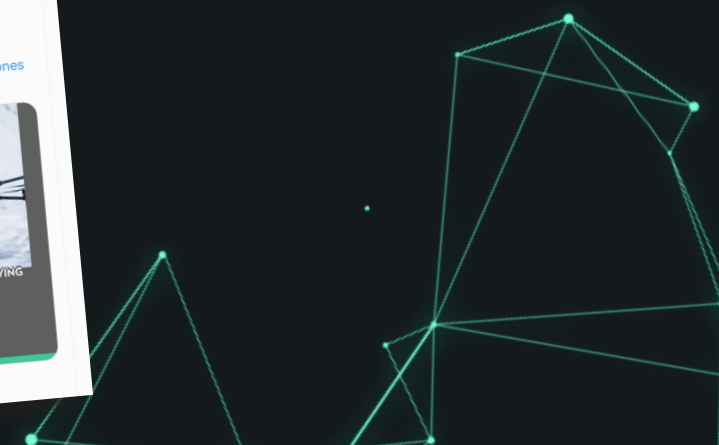
Today, we're going to talk to you about enterprise automation

Watch the video here

# CAMPAIGN PACKAGE

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

- Includes:
- Email (Solus)
  - Social Post
  - Data Follow-up

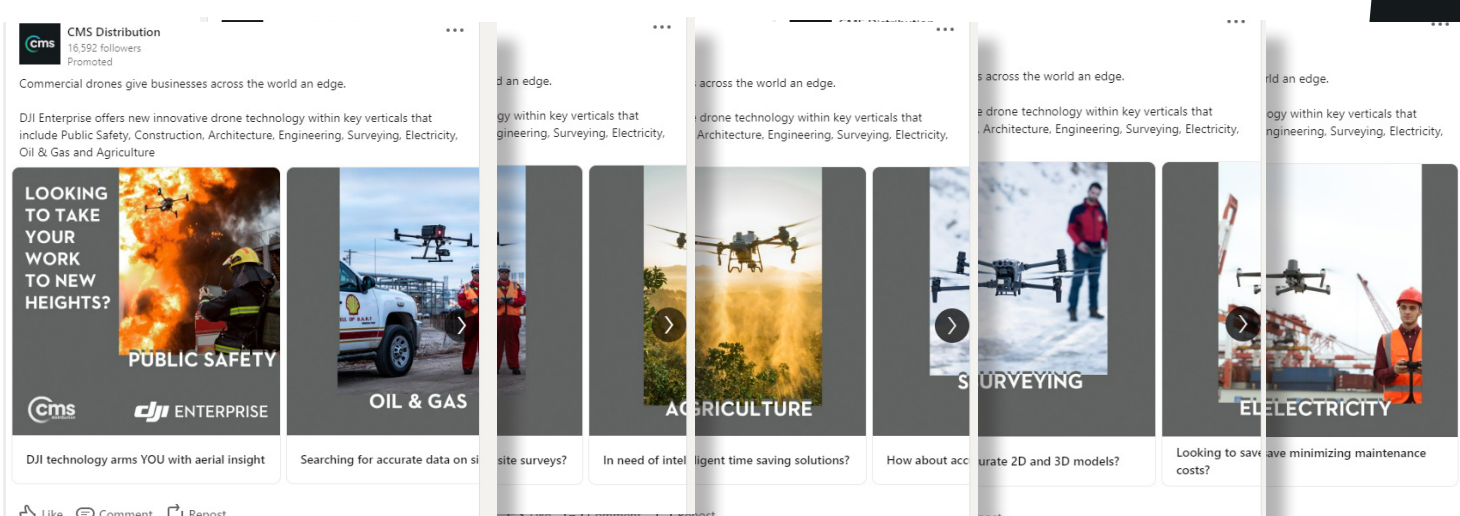


# CMS STORE DIGITAL ADS

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

**CMS Distribution**  
18,982 followers  
Promoted

Arcserve's SaaS Backup solution boasts the most robust cloud-to-cloud protection available, keeping all your customers critical SaaS data safe.

Commit and add 100 new seats or more in SaaS Backup by 30th June 2023, and only pay £1.50 per seat per month starting now!

**SaaS Backup**

**Seat Commitment Promo**

Commit to a number of seats to be added by the 30th June 2023, and benefit now from a discounted price per seat per month

**PROMOTION**  
Increase margins while bringing your customers the very best in unified data resilience.

**Click to Learn More**

**arcserve**

[Get Quote](#)

**CMS Distribution**  
18,982 followers  
Promoted

Save customers money on best-in-class Arcserve software.

Partners who purchase Arcserve UDP Software with 1 or 3 years of maintenance get Premium for free and secure your backup data on tape with Arcserve Backup!

**Get Arcserve Backup for FREE**

**When you buy Arcserve UDP Software Advanced**

Save Customers Money on Best-In-Class Software

**PROMOTION**  
Increase margins while bringing your customers the very best in unified data resilience.

**Click to Learn More**

**arcserve**

[Apply Now](#)



# STOCK IN THE CHANNEL

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

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



**DON'T BE LEFT SHORT**  
IN THE MINI PC MARKET



Price drop.

Purchase the RIVER 2 Series at unbeatable, reduced price!



More choice for every  
hybrid work style

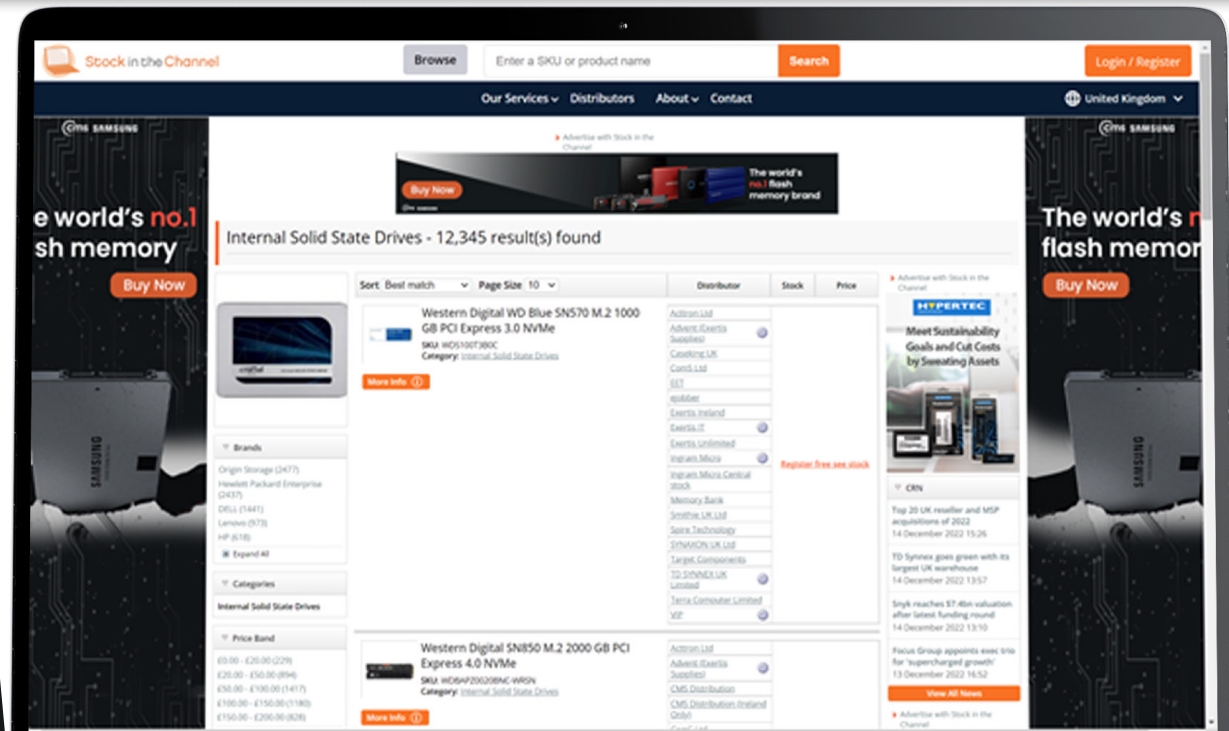
EVOLVE2



Available at



Shop Now



MacBook Pro

# 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





# MERCHANDISE SUPPORT

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

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



CONNECTING PEOPLE TO TECHNOLOGY



# CORPORATE DESIGN

Quality corporate design to professionally showcase your company.



## Agenda

- Day One
- 09:30 - 10:30 am Introduction
  - 10:45 - 12:00 am WAN
  - 12:15 - 01:00 pm WAN Troubleshooting
  - 01:00 - 02:00 pm Lunch Break
  - 02:00 - 03:00 pm LAN/VLAN
  - 03:15 - 04:15 pm Routing



**Frank Salmon**  
CEO and Founder

Over the years, we've gained a reputation for being a trusted advisor and for exceeding expectations. That is why our partners have worked with us for so long. Some for the whole 30 years of our journey, we are over 500 people across 12 sites worldwide with a new ambition: to be the world's number one value added tech distributor.

We thank you - our partners for helping us get to where we are today and look forward to continuing to help grow your businesses in the years to come.

## How to my Vigor

### Access the router's

1. Power on the router
2. Connect a PC to router's LAN Ethernet cable
3. Ensure the PC's NIC is "auto-address"
4. Open a browser, type "https://[IP]" in the address bar
5. Log in with admin/admin



**Nathaniel Alabaster**  
Business Development Manager  
nathaniel.alabaster@cmsdistribution.com  
www.cmsdistribution.com  
0142 970 4719



## ABOUT US

- "glocal" products, services and solutions.
- We have a sustainable omnichannel model that provides choice to our vendors.
- We offer specialist sales and marketing services for a wide range of technology products.
- We are committed to sustainable business practices, that foster long term partnerships with our stakeholders.
- A People-centric company acting with agility, inspiring growth and embracing diversity.
- We deliver Operational Excellence through advanced, automated and intelligent systems.
- Our system capabilities are built strategically through continuous investment.

## Outline

- Wireless Introduction
- Radio Settings
- SSID Setup
- Roaming
- Central AP Management
- Mesh
- Summary



## Central AP Management (Vigor Router)

Vigor Router can be the wireless controller for up to 20 VigorAP's

Features:

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

ON

"local" business that to innovative services.

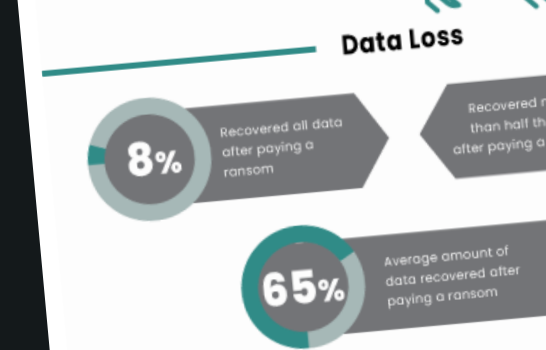
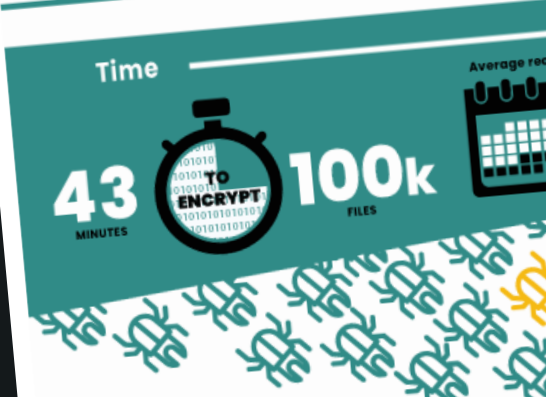
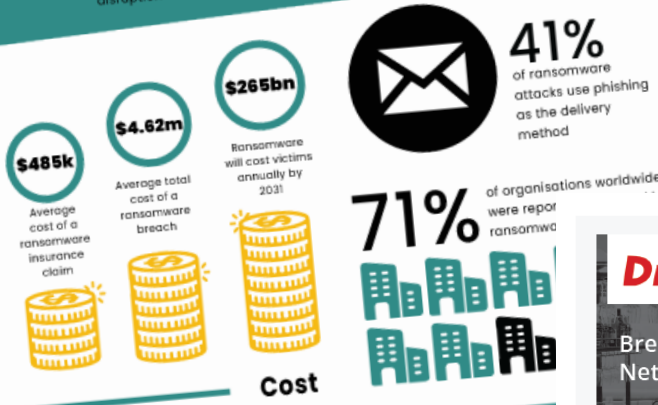
# GRAPHIC DESIGN

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



# TECH FORUM RANSOMWARE



**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 a 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.

# 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

