

# coterie

CASE STUDY

## **Atos VMware: Digital Hybrid Cloud**

Working hand in hand  
with Atos and VMware by  
Broadcom to strengthen  
and elevate their  
strategic partnership

## Overview

**In this project Coterie worked with two partners; Atos and VMware.**

Atos is a global leader in managed services, focusing on hybrid cloud infrastructure, employee experience and technology services, through decarbonized, automated and AI-enabled solutions.

VMware, now part of Broadcom, is a global technology leader that designs, develops and supplies a broad range of semiconductor, enterprise software and security solutions.

Their strategic partnership is aimed at delivering innovative IT solutions to businesses worldwide. Together they leverage Atos' expertise in sustainable cloud technology and managed services and VMware's cutting-edge technologies to empower organisations with efficient, secure and scalable environments.

Coterie has a long relationship with Atos and VMware, working as an extension of their partner marketing teams to support their GTM strategy. This partnership contributes to the overall success of their marketing initiatives with customers; helping build stronger connections and focusing on developing and growing the business, through lead generation campaigns.

**Coterie has a long relationship with Atos and VMware, working as an extension of their partner marketing teams to support their GTM strategy.**

## Objectives

The primary objective of this project was to drive continual awareness and engagement of the partnership with net new C Suite level target audiences, highlighting key partnership strengths through joint content and a robust promotional campaign.

It was usual to execute a 12 week campaign each quarter, but with the discovery that customer buying cycles were longer and more complex, with multiple stakeholders, they decided with Coterie to plan for a longer six-month campaign. They chose to integrate into an already planned customer event, VMware Explore 2023, and utilise all partner funds to maximise impact and attendance to the event.

To achieve the continuous momentum, VMware, Atos and Coterie decided it was imperative to plan ahead based on the available budget allocations.

- Drive a six-month customer engagement and awareness campaign to showcase the partnership strengths to net new target audiences
- Utilise already invested-in activities, including VMware Explore 2023, to extend the customer journey flow

## Results

Our work with Atos and VMware surpassed our projections with **150,000** impressions, **920** click-throughs to the landing page and **30** attendees to the VMware Explore breakout session.



### CTR over 1.5x the industry average

The promotional campaign surpassed our projections



### 13,000 video views in 7 days

3x higher than the LinkedIn average



### Target audience engaged

Using the data collected from the campaign we were able to enable the sales teams to follow up with the engaged companies. The personas targeted included Cloud Architects, DevOps/DevSecOps, LOBs, Security Professionals, C-level, C-1 Executives

**" At Atos, our long-term strategic partnership with VMware is key to our mission of delivering transformative IT solutions to our clients worldwide. Coterie has been integral in helping us define our key strengths and leverage them to engage our target audiences effectively. Their support has been instrumental in achieving our marketing goals and driving meaningful results."**

Colleen Fogerty

## The solution

We took an 'always on demand generating' approach – ensuring a steady and consistent drumbeat of the joint partnership. There was a joint value proposition in existence, but it needed a refresh to ensure it was totally on point. A GTM (go-to-market) plan, was designed which flowed through the top, middle and bottom of the buying funnel. The result? A coordinated and comprehensive calendar of activity, delivered in a timely manner and geared towards engaging high-quality targeted leads whilst ensuring efficient use of quarterly MDF funds.

## What did we deliver?

With the target market in mind, the joint value proposition refreshed and a campaign theme created 'Unleash the full potential of VMware cloud', the team developed a customer flow that drove traffic via LinkedIn, organic and sponsorship posts to an Atos and VMware partnership page. The page was populated with an infographic and video, and customers were then nurtured using email teasers promoting attendance of the breakout session at the VMware Explore event. In unison the sales teams were enabled with a sales deck so that if customers did engage, they would be aligned with the campaign messaging.

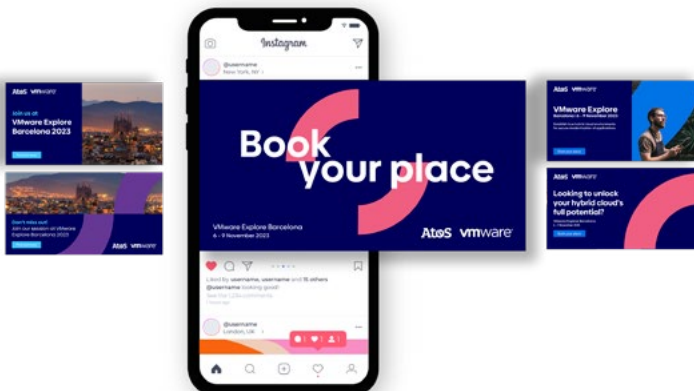
The campaign theme extended through to the event, complete with giveaways. Anyone, who attended the event was further nurtured by the local Atos and VMware teams, driving awareness through to lead generation.

**“ Coterie seamlessly integrates as an extension of our partner marketing team, serving as our trusted Center of Excellence (CoE), orchestrating and enhancing the execution of our joint Atos and VMware by Broadcom rolling marketing plan. Through this collaborative effort we were able to maximise the impact of Atos’ sponsorship of VMware Explore.”**

Alli Reed

## The results

- The promotional campaign surpassed our projections on impressions, clicks and CPC (cost per click), with a CTR (click-through rate) of over 1.5x the industry average.
- The promotional video highlighting the partnership strengths performed particularly well, gaining 13,000 views in under a week, with a view rate 3x higher than the LinkedIn average.
- C-suite target audience was highly engaged and insights into key locations and companies names was gathered for lead generation follow up.
- Atos saw increased interest and attendance at VMware Explore.
- Key assets created and landing pages updated to reflect the latest messaging and updates around the partnership, ensuring a long-term view of marketing activities.



# coterie

If you'd like to find out more or discuss an upcoming project with us, you can contact our Customer Success Team.



**Gillian Clark**

Senior Customer Success Director



**Harriet Beckett-Trevor**

Customer Success Director



**Noah Mizrahi**

Customer Success Executive



**Victoria Silva Rodrigues**

Customer Success Executive