

# SonicWALL

## Case Study



## The Background

Founded in 1991, SonicWALL, designs, develops and manufactures network security, secure remote access, web and e-mail security, continuous data protection, and policy and management solutions. Offering appliance-based products as well as value-added subscription services, their comprehensive array of solutions provide enterprise-class Internet and data protection without any compromises.

SonicWALL is a recognised global leader in the small and medium business markets and its solutions are deployed in distributed enterprise environments, government, retail point-of-sale and healthcare segments as well as through service providers.

SO Marketing and SonicWALL have been working together since the company's inception. We were initially asked to build some online marketing tools for SonicWALL starting with an e-mail marketing portal that gives their partners the ability to send out co-branded mailings with no technical resource.

## The Journey

SonicWALL resellers are essential to the business. To make it easier for the distributors and Value Added Resellers (VAR's) to communicate the latest SonicWALL messages to their end user community and customers, we created an e-mail template system to take away the hassle of creating and sending co-branded e-shots.

The system enables resellers to send out communications to their end users on the latest SonicWALL services. Essentially, we built a sophisticated, simple to use and comprehensive e-portal based on research feedback and input from the distributors and VAR's themselves.

We created a series of approved corporate templates that users can self-brand and use to send out messages to their own databases.

They simply select the one they want to use, customise it with their specific call to action and submit it along with their database.

We then automatically handle the coding of the template into HTML as well as ensuring it is sent out. All e-mails are approved by SonicWALL staff prior to sending and the whole process typically takes less than 24 hours.





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## Now

End users are used to receiving e-mail marketing communications and we have seen companies that use this system frequently, benefitting from “warming up” their marketing lists before sales calls commence.

The system has now been rolled out across Europe and is used every day by SonicWALL partners.

Future development of the application will include many additional features such as providing the ability to produce Direct mail and order printed marketing collateral.

**“The beauty of this system is its simplicity. By virtue of our industry, our client contacts are technically advanced individuals, however their staff who may not be so technically minded, need not fear as a this system is as easy to use as it is sophisticated. We’re all very excited about the additional capabilities of the new version!”**

**David McDonnell - SonicWALL**

**“I've worked with SO Marketing since Jan 2006 and have come to rely on their superlative work which simply put helped our two organisations to obliterate our revenue goals - in summary SO Marketing helped me look good....they are my 'Desert Island' marketing company.....”**

**Andy Zollo – Country manager, SonicWALL**

If you have any marketing requirements, no matter what the scale, why not call SO Marketing for a chat, or visit our website to see exactly what we can do for you? Our rates are as competitive as they come, and we deliver quality every time. **Contact us today from the details below.**



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