

Sponsor Case Study

AlterPoint

"In comparison with other campaign deliverables, the leads generated from our sponsored Realtimepublishers eBook had a much higher conversion rate into qualified opportunities. In fact, several of our largest deals originated from eBook leads."

- Shanel Vandergriff, Director of Marketing, AlterPoint

Overview

AlterPoint, a leading provider of network change and configuration management (NCCM) software solutions, needed to launch a marketing campaign to support the release of their first product, Device Authority™ Suite. Choosing the Realtimepublishers sponsored eBook program solidified their positioning as a top-tier NCCM solutions provider. The eBook program also attracted thousands of highly qualified leads, resulting in some of AlterPoint's largest deals. This case study examines AlterPoint's initial marketing objectives, their use of the Realtimepublishers eBook marketing program, and the campaign's substantial success which ultimately led to the sponsorship of two additional eBooks.

Sponsor Background

AlterPoint, Inc. is the leading provider of intelligent network change and configuration management (NCCM) solutions for complex, multi-vendor network environments. Their approach to NCCM-visibility, automation, and governance increases the availability, performance, and security of enterprise networks. For more information, please visit AlterPoint's Web site at www.alterpoint.com.

Sponsor Marketing Objectives

AlterPoint launched its first network configuration management product in 2001. **Raising brand awareness** and **quickly generating qualified leads** were both imperative to the start-up company. Although AlterPoint already had a number of key accounts, the cost of their marketing campaign was still a significant concern. They wanted a program that could deliver the **highest quality leads** at the lowest cost-per-lead rate possible.

“When we launched our first eBook program, we were also in the process of launching our company. So brand awareness and lead generation were equally important in terms of our marketing goals.”

-Shanel Vandergriff, Director of Marketing

The Realtimepublishers eBook Solution

AlterPoint chose to sponsor Realtimepublishers' *The Tips and Tricks Guide to Network Configuration Management*. Realtimepublishers acquired industry expert **Don Jones** to author the guide, which was offered in eight volumes published monthly over a span of eight months. The eBook was more informative than a white paper and offered more up to date information than a hard copy IT book. More like an IT reference guide that you would buy in a bookstore, this eBook provided answers to the most important questions asked by IT professionals who deal with NCCM on a daily basis. Because it was completely vendor-neutral, and the author was such a respected figure in the community, the target audience was much more inclined to register for the eBook.



The Sponsorship Campaign

Once the first chapter was published, Realtimerepublishers and Vandergriff initiated a highly successful promotional campaign around the eBook. The Realtime Reader newsletter, specific media mentions, promotional advertising, and tradeshow provided key opportunities to reach the target audience.

Website Positioning

AlterPoint produced a dedicated eBook registration page on their Web site detailing the contents of *The Tips and Tricks Guide to Network Configuration Management*. Links to the page were provided on the AlterPoint homepage, within their navigation map, and throughout their outbound newsletters and email blasts. Registrants were asked to provide key data points about their job role, corporate function, level of decision-making power, and their current NCCM solution in exchange for free access to the eBook.

The screenshot shows the AlterPoint website's eBook registration page. The header includes the AlterPoint logo with the tagline "Visualize. Automate. Govern." and a search bar. A navigation menu lists Solutions, Products, Library, Support, About Us, News & Events, and Partners. A sidebar on the left contains a menu with items like Overview, Analyst Reports, Customer Case Studies, Datasheets, eBooks & Special Reports, Product Tour, Solution & Technical Briefs, Webcasts, and White Papers. Below this menu are three promotional tiles: "Free Product Demo! DeviceAuthority Suite", "Free eBook! Tips & Tricks Guide to Network Configuration Management", and "Free IT Business Brief". The main content area features a large image of hands typing on a laptop, with the text "Resource Library eBook Registration". Below the image is the title of the eBook, "Tips and Tricks Guide to Network Configuration Management" by Don Jones. The text describes the eBook as a free resource for network administrators and managers, providing step-by-step advice on change management. A registration form is provided with fields for First Name, Last Name, Company, Job Title, Position / Role, E-mail, and Street. A "submit" button is located at the bottom right of the form. To the right of the form is a quote from County Materials Corporation and a "Log in" section with a registration link.


Figure 1: AlterPoint eBook Registration Page

In order to properly take advantage of these qualified sales leads, AlterPoint tied the registration page directly into their CRM application so that they could track the success of the campaign.

The Realtime Reader Newsletter

To compliment these marketing activities, Realtimepublishers' attracted thousands of new readers to the AlterPoint site through its Realtime Reader newsletter. By leveraging its existing database of 150,000+ IT newsletter subscribers, Realtimepublishers was able to push a considerable amount of traffic to the AlterPoint eBook Registration page.

eBook Preview: *The Tips and Tricks Guide to Network Configuration Management*



Q: How can I reset all of my devices to a known-good baseline configuration?

A: Hopefully, you have a known-good baseline configuration. Ideally, you'll have such a baseline stored on a TFTP server because you're making backup copies of your device configurations. You can simply restore that configuration to your devices. The commands to do so for a Cisco device look like the following example:

Register and read the complete eBook at www.alterpoint.com/ebook.

Figure 2: The *Tips and Tricks Guide on the Realtime Reader Newsletter*

Media Placements

Because of Realtimepublishers' reputation for expert content and the author Don Jones' acknowledged expertise in the field, the third volume of *The Tips and Tricks Guide to Network Configuration Management* was featured as an excerpt on TechTarget's SearchNetworking.com site.


Explore the TechTarget Network at SearchTechTarget.com. [Activate your FREE membership today](#) | [Log-in](#)

SearchNetworking.com
The Web's best networking-specific information resource for enterprise IT professionals

TechTarget Networking Media
- CONFERENCES - WEB SITES

HOME NEWS TOPICS ITKNOWLEDGE EXCHANGE TIPS ASK THE EXPERTS WEBCASTS WHITE PAPERS PRODUCTS

SEARCH this site and the web SEARCH ADVANCED SEARCH | SITE MAP Search Powered by Google™

ADVERTISEMENT  TechTarget Conferences, the most targeted events for today's top enterprise IT pros. [View full schedule of upcoming topics and dates!](#)

[Home](#) > [News](#) > Network managem... [EMAIL THIS PAGE TO A FRIEND](#)

News:

Search for: in ALL NEWS Full TargetSearch with Google

Network management troubleshooting

09 Jan 2004 | AlterPoint, Inc.

This text is excerpted from the eBook *Tips and Tricks Guide to Network Configuration Management*, Chapter 3: Network Management Troubleshooting

The book from which this chapter is excerpted presents tips and tricks for four network configuration management topics. For ease of use, the questions and their solutions are divided into sections based on topic, and each question is numbered based on the topic, including Topic 1: Change Management Best Practices, Topic 2: Network Management Security, Topic 3: Network Management Troubleshooting, Topic 4: Change Management Techniques, Topic 5: Selecting and Deploying a Network Device Management Solution, and Topic 6: Enterprise Network Device Management.

To download/read the eBook in its entirety, visit: <http://www.alterpoint.com/ebook>


ADVERTISEMENT  Solutions for the adaptive enterprise. [Make change](#)

Figure 3: The *Tips and Tricks Guide on SearchNetworking.com*

Promotional Advertising

Having a takeaway such as the *Tips and Tricks Guide to Network Configuration Management* allowed AlterPoint to derive more value from their print and online marketing budget. Banner ads placed throughout network and security portals such as Network World and TechTarget offered a compelling call-to-action by inviting readers to visit the AlterPoint Web site and download the free guide. In addition, *The Tips and Tricks Guide to Network Configuration Management* was one of their main collateral pieces distributed over the BitPipe syndication service.

The screenshot shows the BitPipe website interface. At the top, there is a navigation bar with the BitPipe logo, 'IT Information: White Papers, Product Literature, Webcasts and Case Studies', and a 'Search390.com' logo. Below this is a user greeting 'Welcome David! - Go to My Account' and a date 'Jun 14, 2005'. A search bar is present with the text 'Search Bitpipe:' and a 'Go!' button. The main content area features the title 'Tips and Tricks Guide™ to Network Configuration Management' by AlterPoint Inc. The page provides details about the document: Published: January 1, 2004; Format: PDF; Length: 124 Page(s); Type: Book. An abstract states: 'This book presents tips and tricks for six network configuration management topics. For ease of use, the questions and their solutions are divided into topics, and each question is numbered based on the topic, including:'. A list of six topics is provided: Topic 1: Change Management Best Practices; Topic 2: Network Management Security; Topic 3: Network Management Troubleshooting; Topic 4: Change Management Techniques; Topic 5: Selecting and Deploying a Network Device Management Solution; Topic 6: Enterprise Network Device Management. The author is listed as Don Jones. There are three buttons: 'Get this Document', 'Email this Page', and 'Save to My Account'. A 'Get This Now' button is also visible. Below the main content, there are sections for 'Browse Related Reports' and 'Browse Related Products'. The 'Browse Related Reports' section lists links for 'Best Practices', 'Change Management (Systems)', 'Network Configuration Management Software', 'Network Management', and 'Network Security', along with a link to 'View All Documents by AlterPoint Inc.'. The 'Browse Related Products' section lists 'DeviceAuthority™ Server' and 'DeviceAuthority™ Suite'. At the bottom of the page, there is a footer with links for 'Home', 'About Us', 'Contact Us', 'Advertise with Us', and 'Partner with Us'.

Figure 4: The *Tips and Tricks Guide* on the BitPipe distribution channel

Handouts for Tradeshows

In order to capitalize on AlterPoint's tradeshow appearances, Vandergriff repurposed and reprinted excerpts of *The Tips and Tricks Guide to Network Configuration Management* as a giveaway guidebook for the sales team. As a handout for tradeshow attendees, this resource not only informed recipients of the eBook's existence, but more importantly, associated the AlterPoint brand with this expert information, which ultimately drove recipients to their booth and to their site in order to download the entire guide.

Successful Results

AlterPoint's first Realtimepublishers' eBook campaign far exceeded its initial marketing objectives. By leveraging *The Tips and Tricks Guide to Network Configuration Management* at every marketing touchpoint (tradeshows, Web site, network Web portals, etc.), AlterPoint raised brand awareness and strengthened its position as a leader in the NCCM space. Not only was AlterPoint viewed as a top-tier solutions provider, but also as a company committed to educating its audience.

In terms of lead generation, Vandergriff reported that **AlterPoint captured more than 20,000 IT-related leads during the campaign**, which could be followed-up on by an inside sales organization as well as by AlterPoint's channel partners. "In comparison with other campaign deliverables, the leads generated from our sponsored Realtimepublishers eBook had a much higher conversion rate into qualified opportunities," explained Vandergriff. "In fact, several of **our largest deals** originated from eBook leads."

Conclusion

Even before the first eBook campaign cycle was complete, AlterPoint signed on for two additional eBook sponsorships. It became clear that offering a library of valuable NCCM resources would extend AlterPoint's reach into their target audience. In addition to a refresh of *The Tips and Tricks Guide to Network Configuration Management*, AlterPoint sponsored a brand new eBook focused on network compliance and security entitled *The Shortcut Guide to Network Compliance and Security*.

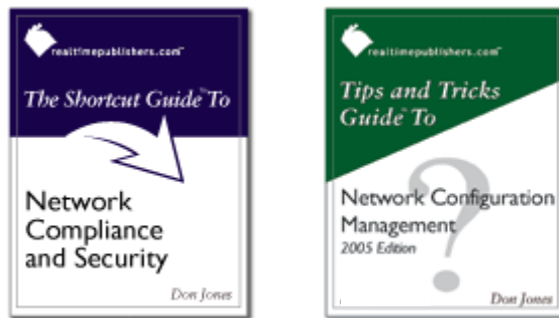


Figure 5: AlterPoint sponsored both The Shortcut Guide to Network Compliance and Security and an updated version of The Tips and Tricks Guide to Network Configuration Management.

In summing up the results from the first two eBooks, Vandergriff stated, "Being able to **attract such a focused, targeted group** was an outstanding benefit of the program. We were able to zero in on network administrators and IT administrators with the network configuration management guide, and on IT director and CIO-level readers with our network compliance guide. Both eBooks have performed very well for us."