

Case Study

KeyInfo & KeyCloud

Cheri Gerson – March 2018



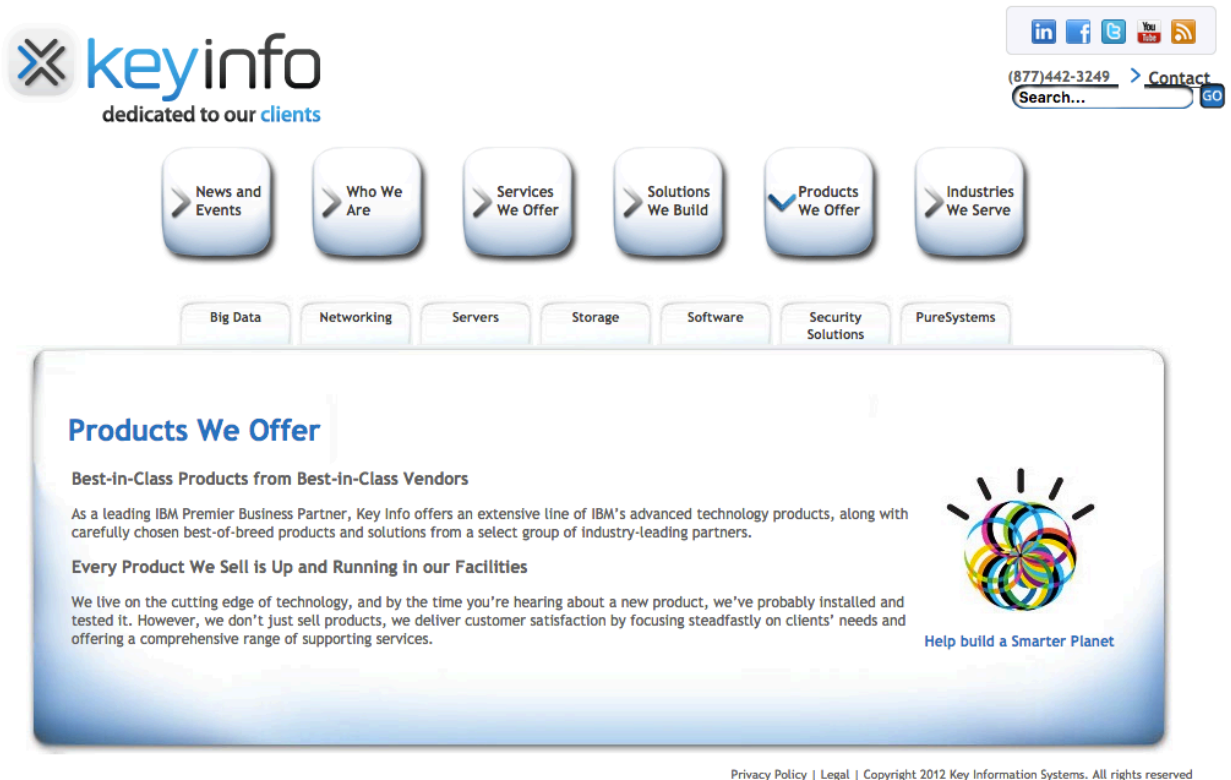
The problem

After about 20 years of doing business as a top value added reseller (VAR) and service provider for leading technology products like IBM, HP, and Cisco, KeyInfo saw their clients buying less products and moving to cloud solutions and off-prem data storage and redundancy for their data security. KeyInfo's CEO and team reacted fast with their technology partners to put together a strategy to rival the competition including Amazon AWS. They decided to re-staff the marketing department, buy a data center and build a cloud business called KeyCloud all at once. Leveraging their main business holdings and expertise they set out to build success in one year to serve the needs of customers like Trump Towers, Kings Hawaiian Bread, Fandango and the Port of Los Angeles.

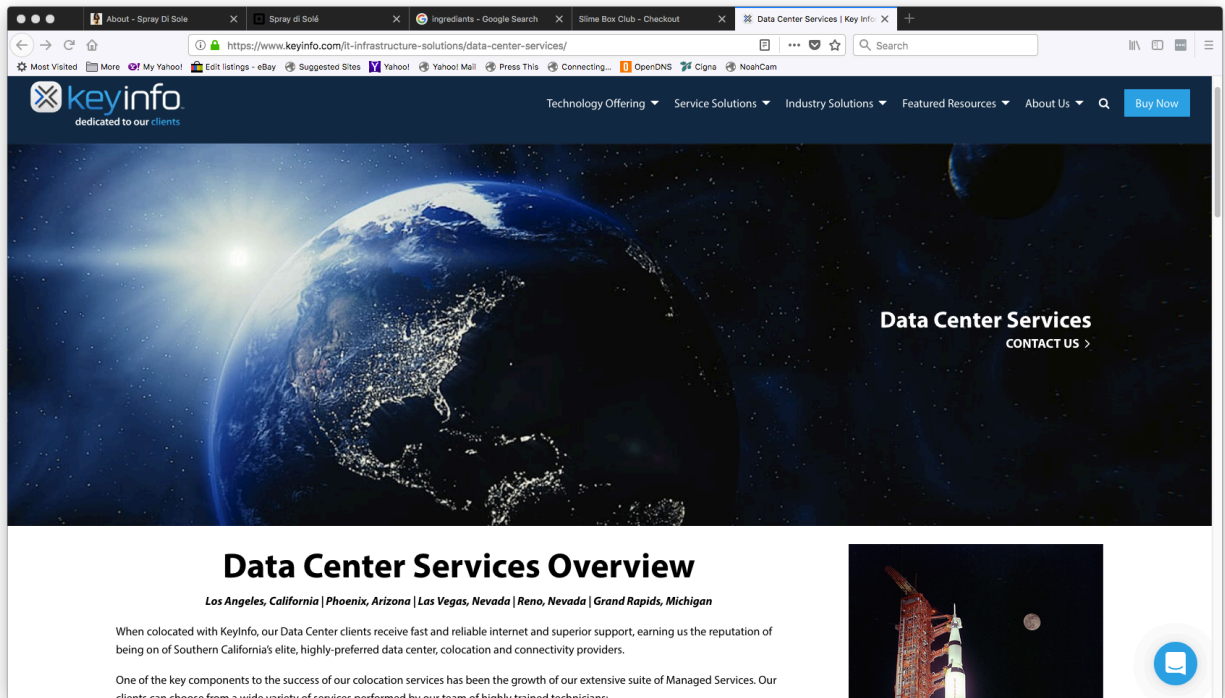
After losing their marketing staff and many customers, they decided to scale back and bring in a fresh approach and younger Marketing Director to augment their senior team who were

restructuring the data center and offerings to have the best redundancy and data loss mitigation. Though he didn't have the background to do it, he was determined to learn from thought leaders and brought in a team to help him carry out the mission to create a new website, great events and marketing collateral to support the sales effort.

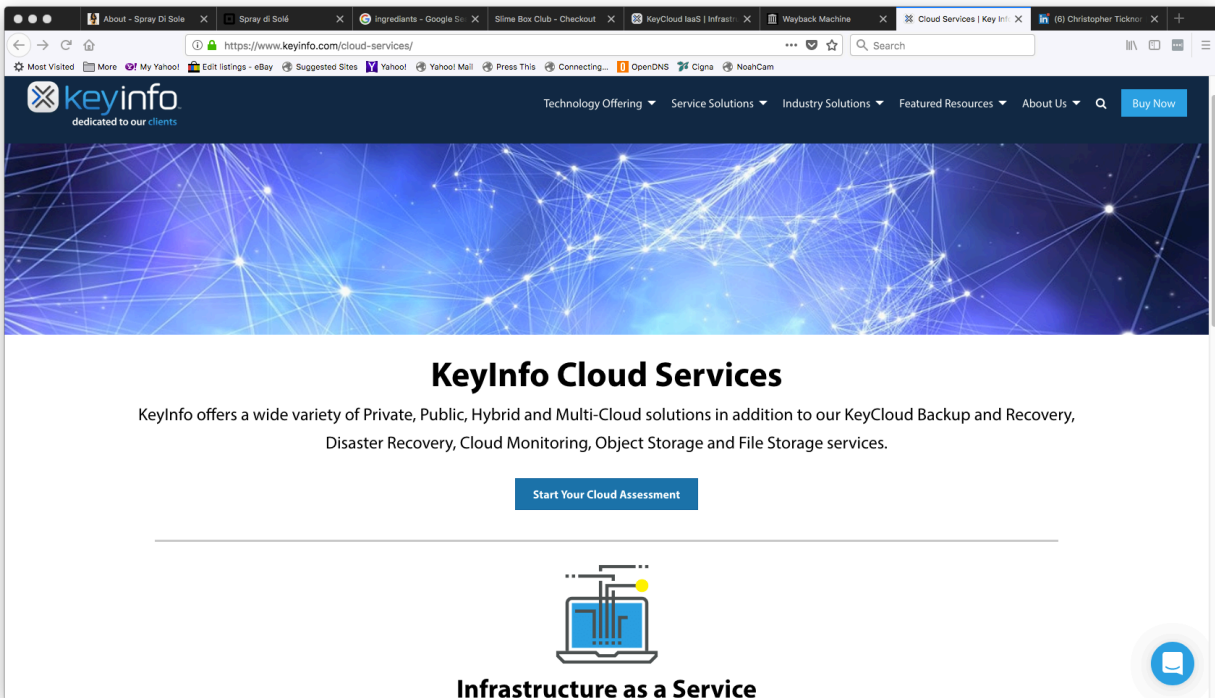
In a flash, we went from an antiquated website with outdated data that didn't tell the story about KeyInfo's newer offerings and was causing customers to leave fast to the likes of Amazon Web Services (AWS).



We worked with partners to create EBooks, event landing pages on a new website and quickly became a force to be reckoned with again with landing pages for industry verticals such as real estate, medical providers, consumer products and more with comprehensive as a service products like IaaS to continue to serve clients with big needs like UCLA medical centers.



We worked on our funnel and SWOT analysis to determine where clients were in the decision process to ensure they were receiving the right information to make a decision on a product they may not be familiar with to augment the rest of what they were receiving and protect their data in an era of big data. We decided to build a subdomain site for KeyCloud, offering white papers, EBooks, key features and benefits, proof of concept with case studies and a free trial. We used Act-On to augment Salesforce to nurture clients and prospects through the funnel stages and held events to generate interest and keep clients feeling good about KeyInfo.



Hiccups and results

All this creating a buzz and new solutions all at once came with a high up-front cost and no quick guarantee for ROI. Some of the long-term sales staff and IT department were resistant to change leading to staff turnover and delays in the ROI plan. The decision was made fast to reduce the workforce to a minimum until loans were repaid and the bank would support the efforts needed to continue to grow the business and stay competitive. Today KeyInfo's CEO is still considered a thought leader and the company is still going strong, building on and off prem solutions by becoming strategic, visionary and capable with the right products, services and teams to serve their hundreds of clients.