



i3 BUSINESS SOLUTIONS SEES BOTTOM-LINE RESULTS AFTER LEVERAGING AVNET'S MARKETING AND PROJECT MANAGEMENT RESOURCES.

i3 Business Solutions is an information technology and business-consulting firm that enables its clients throughout Michigan's manufacturing, distribution, healthcare, education and government industries to accelerate business results by identifying business objectives and challenges and aligning technology solutions to meet critical business priorities.

i3 Business Solutions is headquartered in Grand Rapids, Michigan.

Helping small and mid-size organizations align technology to achieve continuous improvements in profitability, productivity and efficiency has been Avnet Partner i3 Business Solutions' mission for over 13 years.

As a means of advancing that purpose, the IT and business consulting firm expanded its portfolio to include VoIP technologies in late 2006 and earned partner certification from 2007 IBM Beacon Award Winner, 3Com, developer of IP telephony.

Having become a reseller of 3Com VoIP products—and providing implementation and support services as well—i3 wanted to leverage its brand recognition in a cross-section of Michigan industries to generate qualified leads for the 3Com IBM System i-based product. The lead generation vehicle of choice would be the company's first-ever webinar, to be staged in the first quarter of 2007.

i3 looks to Avnet for funding and project management expertise

Armed with a strong VoIP message and a database of over 1,700 prospective attendees culled from their client base as well as a list of companies identified through previous business development activities, i3 nonetheless faced the same marketing staff and budget limitations common to virtually any lean operation, so they approached Avnet for both funding and project management assistance.

Working closely with i3, Avnet mobilized its marketing resources to drive webinar attendance, fully funding the project and executing a multi-touch campaign, which included developing and emailing invitations, monitoring response and following-up with teleboosting. Avnet

also secured an IBM speaker who would reinforce i3's business case by talking about VoIP on the IBM System i and leveraged its technical resources to host the webinar.

"Avnet worked with us to connect the dots between the co-marketing dollars they made available to us for the webinar and the actual execution of the webinar," said Mike Ritsema, President of i3. "This is the first webinar we've done, and Avnet funded it, facilitated it and rolled it out; we didn't have to figure it all out for ourselves."

Results speak for themselves

Driving enrollees to a webinar is largely a function of content, list quality and pre-event marketing. Judging from the results i3 has measured from their joint effort with Avnet, all three factors aligned perfectly. Twelve percent (12%) of individuals receiving the email invitation opened it, significantly outperforming the typical email response rate. Thirteen percent (13%) of those actually signed up to attend the webinar.

However, as Mr. Ritsema notes, there's really only one measure of success—new business. "I am looking at the list of 25 contact names and phone numbers of people who said 'I am interested in Voice over IP'," said Ritsema. "A half-dozen real, qualified sell cycles are moving forward, where we're going through the discovery process with the companies. We also have a \$60,000 order that closed in August and will implement in September. The webinar we coordinated with Avnet was a raging success from my perspective."

