



# Intel Partners with CXO TV for Reliance –Jio ABM Campaign

## Executive Summary

Intel has continued to deliver disruption in the form of transformational solutions that continue to reshape the digital era. In line with their commitment to empower diverse businesses with next gen computing capabilities, Intel launched their telecommunications solutions to meet the demands of the 5G Future.

To expand their footprint through synergized partnerships, Intel wanted to garner leads from the Reliance-Jio ITDM community. Given the complex lead generation landscape, Intel collaborated with CXO TV to help them in their journey to build a vigorous pipeline of leads.

Being a market leader in the CXO space, CXO TV took up the project with the vision of not only churning out the numbers but also enabling Intel with proactive partnership and agile support. Taking on a comprehensive approach that kept data at the forefront, the CXO TV team constructed an all- inclusive ABM program that accelerated success for Intel, and helped capture 70 high quality ABM leads within a matter of one month and a predefined budget.

## Business Need

Intel, global leader in the computing space has consistently introduced disruptive technologies that empower the world with transformative digital capabilities.

Committed to their vision of creating unmatched excellence by enabling digital transformation, Intel introduced their suite of telecommunications solutions, with the aim of establishing a strong connectivity foundation to power the services of the future. By weaving in this solution as a part of their technology transformation strategy, customers in the telecommunication space could reap the exceptional benefits of scalability, advanced automation technologies and maximize their cloud performance, thereby delivering next-gen customer experience.

To expand their reach, Intel was looking to connect with the right market segment within the Reliance Jio ITDM community, and offer their suite of services to help CXOs benefit from Intel's agile and real-time data analytics, for superior performance. For the project, Intel partnered with CXO TV to harness 70 high quality leads within the target community through a comprehensive and Integrated ABM campaign.

## Business Solution

CXO TV is a well-reckoned provider of lead generation services that leverages their state-of-the-art analytics platforms to match clients with relevant customers for a mutually sustainable and profitable relationship. For CXO TV, the project was not simply about accomplishing the target but more so about delivery proactive partnership

and collaborative leadership. To help Intel in expanding their footprint, CXO TV created a phasewise approach with distinct and SMART objectives.

The initial phase of the project was dedicated to gaining an end to end understanding of Intel's suite of services and the unique value proposition that it brought to the fore. Basis this knowledge, the next set of steps revolved around identifying the most appropriate Influencers and Decision Makers within Reliance Jio = that Intel could partner with for a mutually advantageous relationship.

To locate the right mix of highquality leads that had the potential to convert into profitable paying customers, CXO TV Introduce Intel Advisory ' A community build to help JIO optimize Existing Infrastructure to add new customers and empower existing subscriber , With Integrated Marketing Mix CXO TV Influenced C' Suite , ITDM , Network Manager & Engineers to become part of something bigger and to have an impact together.

## Essential Elements to deliver ABM

- Identification of ITDM and Influencers within Reliance JIO
- Microsite to capture response
- Content Syndication
- Custom content and separate Emailers for ITDM & Influencers

- Intend Data
- Research paper with Custom weekly Newswire for JIO
- Social Media
- Webinar

HQLs were identified as influencers or top decision makers of JIO with confirmed projects that could lead to profitable partnership with Intel in the next 3-9 months.

With the HQLs identified, the project progressed into the subsequent phase which was dedicated to marketing, sales and conversion. Through data led decision making, CXO TV constructed a holistic marketing and communications campaign that aimed at zeroing in on the HQLs that had been identified, through a tailored customer acquisition plan. The plan enveloped a host of pull and push marketing tactics, supported

### Here's a look at how an HQL looked like:

| Project Confirmed with Budget | Project confirmed with or without budget            |
|-------------------------------|---|
| Authority                     | Decision makers / Influencers                       |
| Need                          | Customer Needs and Pain points have been identified |
| Time                          | Within 3-9 months                                   |
| Solution Discussed            | Requirement can be met                              |
| Next Steps                    | Demo Request, RFP, Vendor Evaluation                |

through a strong foundation of relevant content. This was done in order to build an energized pipeline of leads, with the highest potential to convert into long term customers.

The marketing began with digital banners that were placed on CXO TV to draw leads. Tech-related online portals such as CXOtv.news, itVARnews and healthtechnology.in and newswire

were identified as key platforms to host Intel's offerings, product launches, news features, updates and leadership quotes. This greatly helped in stimulating more attention among JIO CXOs towards the telco solutions. To continue the conversations and heighten the focus on telecommunication technologies, social media interaction via Twitter and LinkedIn were extensively leveraged, wherein spokespeople enthusiastically connected on Intel telco-technologies that equip businesses with greater insights and experience.

Email marketing, too was employed as a part of the lead generation strategy. Through tailored messages in the form of compelling newsletters and other nuggets of information on Intel's innovations, leads from across various phases in the customer acquisition journey were nurtured into customers. Another important route identified was content syndication through an array of specially crafted resource material. Intel's customers within the Reliance Jio community were seasoned CXOs with several years of tech-related experience. They mostly looked to thought leadership, blogs, use cases and other specialized content as a powerful means to acquire telcorelated information. Therefore, highly specialized narratives served as a potent opportunity to positively influence prospects into collaborating with Intel for beneficial investment.

## Business Outcome

Through a successful collaboration with Intel, CXO TV put together an energized lead generation campaign. The priority remained on creating agility, adaptability and synergy to power Intel with a profitable set of leads. 70 CXOs from the Reliance Jio community were tapped into, within a matter only 1 month

**Cloudification of the Network Core**

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Dear <Name>,

The cloud is continuing to evolve to support software containers. Containers increase efficiency and agility. Container agility is critical as the cloud moves from being centralized to distributed to support real time services.

Containerization is the next step in the virtualization journey. The 5G core has been designed to be deployed in a containerized manner. But, not all containerization is the same. Management of a Virtual Machine based network is different than a Container based one.

**Speaker:**

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Chief Technologist and Business Lead,  
Network and Communication Business APJ,  
Intel Corporation

Thomas Sennhauser is Chief Technologist and Business Lead for APJ for Networking and communication business based in Singapore. He is responsible to support service providers, network equipment providers and partners in their transformation journey with a focus on Intel's initiatives related to communications network transformation and 5G wireless technology.

A tech industry veteran, Thomas joined Intel in 2018 with more than two decades of expertise in delivery, business consulting, business development, sales and general management. Most recently, he was CTO and GM at Hewlett Packard Enterprise for Communication, Media and Entertainment for APJ and responsible for the NFV/SDN business in APJ.

Regards,  
Team Intel India