



# BOOST THE PERFORMANCE OF YOUR GLOBAL CHANNEL OPERATIONS.

## LOWER COSTS. IMPROVE EFFICIENCY.



Optimizing an organization's global sales and distribution channel is key to maximizing the bottom line. At Gilmore Global, we work to improve channel performance and strengthen global operations. How healthy is your channel?

At Gilmore Global we build high performance global operations. We have our finger on the pulse of our clients' channel to continually assess and monitor the effectiveness of channel operations. We will seek new channel partners, support existing partners, market to the channel and more - all to improve channel health and performance. We help our clients to lower and control costs while at the same time improve the efficiency of global sales and distribution. Some of the world's largest companies look to Gilmore Global to support their global operations and build successful channels. A good example is our role as a Cisco Education Services Provider.





## CISCO EDUCATION SERVICES PROVIDER

Your source for Cisco authorized learning content.

Gilmore Global is excited to expand our relationship with Cisco as an Education Services Distributor (ESD). Gilmore Global is also the source of Cisco authorized learning content as well as the host/operator of the Cisco Learning Store. Gilmore Global offers a wide array of learning channel support services for the Cisco training community.

Gilmore Global's goal as an ESD is to enrich and grow your business beyond simply providing training kits. We have a proven track record of

providing significant value for other training centers as part of a vendor authorized system.

### Why consider Gilmore Global as your Cisco ESD Partner?

- Over 15 years of experience, the longest of any ESD, working with the Cisco Learning Partner community;
- We have an extensive global footprint including a presence in 13 countries; and
- We provide extensive marketing support solutions to help you grow your business.



Find out more about the benefits of working with Gilmore Global as your Cisco ESD partner. Contact us for more information: [ciscoesd@gilmoreglobal.com](mailto:ciscoesd@gilmoreglobal.com) 1-800-795-6661 ext 2285

We look forward to working with you!

## ACQUISITION

Supercharge your channel operations.

Gilmore Global will research and acquire new channel partners for authorized channel programs. We take on the legwork – courting, prospecting, evaluating – based on our clients' defined criteria and requirements. Once on board, we work to smoothly integrate the new channel partner into our clients' business stream. Let Gilmore Global help your organization build and optimize its global channel.

### Here's how:

- Continuously refresh channel resources;
- Achieve market penetration goals more readily;
- Meet revenue obligations to corporate head office;
- Gain better brand awareness at the consumer level;

- Extend the scope and range of trained personnel; and
- Build a strong and integrated sales and marketing channel.

Finding the right channel partners takes work. Let Gilmore Global be your organization's channel acquisition and integration experts.

## MARKETING

Market to your channel for peak performance, bigger returns.

Dedicated and consistent marketing support is critical to get the most from channel infrastructure and investments. Drive global sales and protect product and brand integrity in multiple markets around the world.

Maximizing returns from channel infrastructure is a key service within the Gilmore Global Channel Engagement solution. We work on behalf of our customers to deliver marketing content and support channel partners, when

they need it. At the same time, we make sure the commitment, values, mission and tactical priorities of our customers are positioned appropriately and maintained.

Launching a new product? Promoting an upcoming tradeshow or event? Selling the attributes of membership? Gilmore Global can help your organization to maximize the sales channels.

### Here's how:

- Marketing dollars are utilized more effectively;
- Relationship marketing with advanced curl and purl technologies;
- Protect corporate brand integrity and intellectual property;
- Maintain consistency across the channel; and
- Optimize channel resources.

How engaged is your global channel? We make it simple.

Gilmore Global delivers integrated supply chain solutions to simplify the complexities of global business. We help our clients to deliver more at less cost and build high performance, integrated global operations.

