



# Channel Partners™ CONFERENCE & EXPO

---

**April 9-12, 2019**

Mandalay Bay, Las Vegas

**WHERE IDEAS GET REAL**





# Channel Partners™ CONFERENCE & EXPO

## Reaching the Hidden IT Buyer



**Hartland Ross**  
Founder & President  
eBridge Marketing Solutions  
[@ebridgeteam](#)



**Lisa Masiello**  
Chief Digital Strategist  
eBridge Marketing Solutions  
[@ebridgeteam](#)



# About eBridge Marketing Solutions

- Digital marketing agency specializing in IT Service providers
- Established in 2001 in Vancouver, Canada
- Managed tens of millions of dollars of media
- Worked with many hundreds of service providers
- Web hosting and MSP M&A division at [TheMSPBroker.com](http://TheMSPBroker.com)





Channel Partners.  
CONFERENCE & EXPO

# Client Portfolio





**Channel Partners**  
CONFERENCE & EXPO

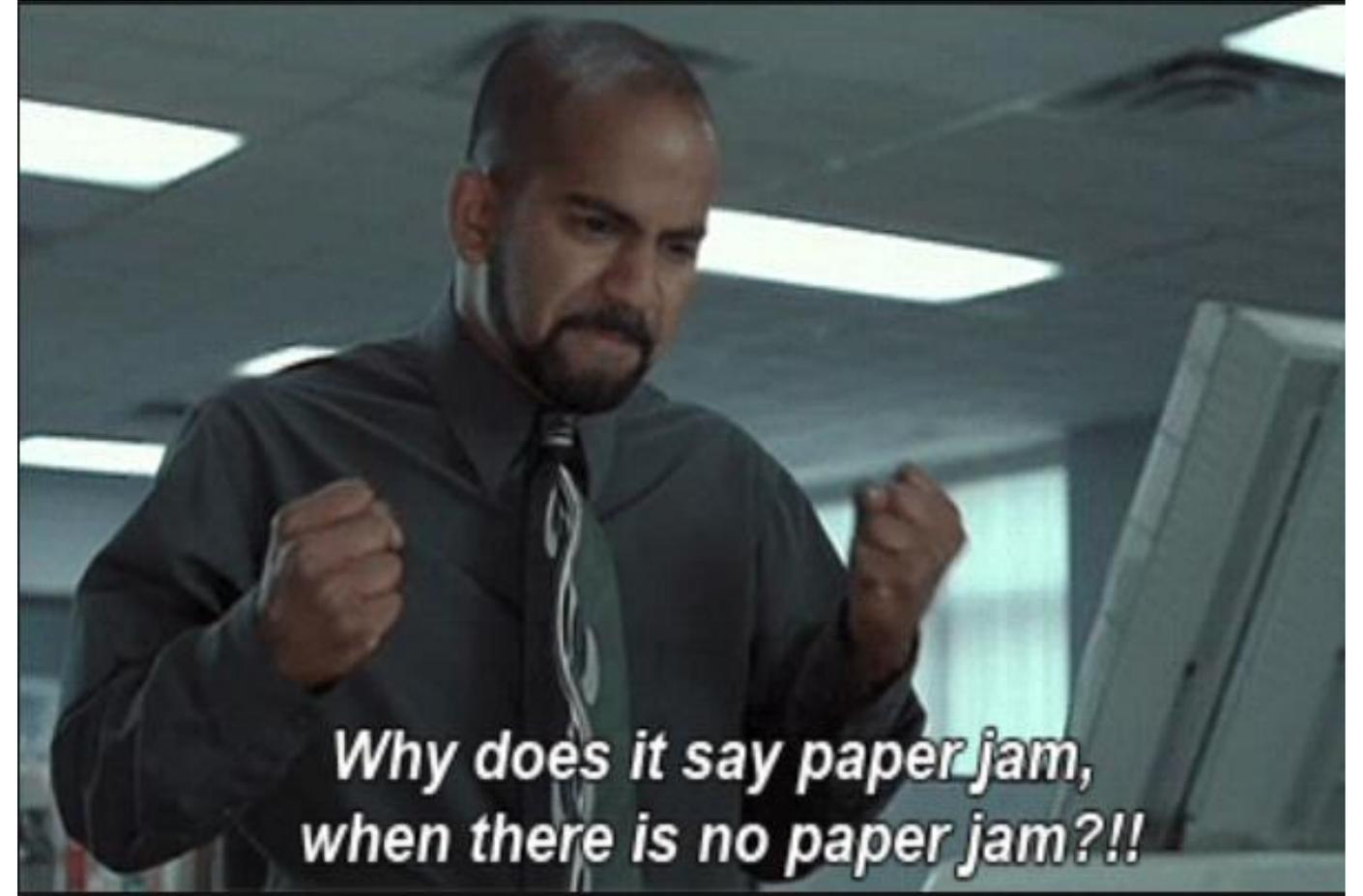
# How Did We Get Here?

## YESTERDAY – CIO & IT Department

IT bought and maintained all technology including hardware, software and related tech resources

IT owned the budget for all tech resources

IT owned the relationship with VARs, MSPs, ISVs, etc.





**Channel Partners™**  
CONFERENCE & EXPO

# How Did We Get Here?

## YESTERDAY – IT PROFESSIONAL

Traditional boxed software

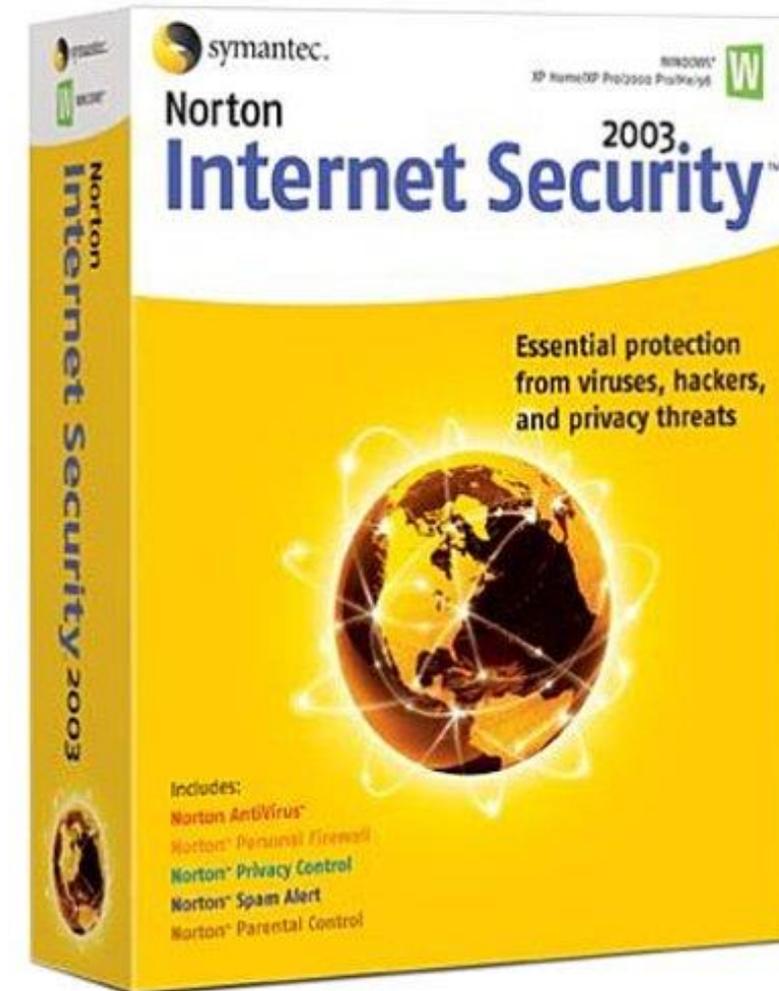
IT bought, provisioned and deployed

Departments couldn't track revenue

Tech know-how was limited to IT staff

IT controlled the entire tech budget

IT investment was viewed like a capital expense





**Channel Partners**  
CONFERENCE & EXPO

# How Did We Get Here?

## YESTERDAY – CIO & IT Department

IT bought and maintained all technology including hardware, software and related tech resources

IT owned the budget for all tech resources

IT owned the relationship with VARs, MSPs, ISVs, etc.

## TODAY – Line of Business Executive

Departments buy and maintain some of their own hardware, software and related tech resources

Departmental budgets have an IT component

LOB Executives are an important stakeholder for VARs, MSPs, ISVs, etc.



**Channel Partners**  
CONFERENCE & EXPO

# How Did We Get Here?

## YESTERDAY – IT PROFESSIONAL

Traditional boxed software

IT bought, provisioned and deployed

Departments couldn't track revenue

Tech know-how was limited to IT staff

IT controlled the entire tech budget

IT investment was viewed like a capital expense

## TODAY – NON-IT PROFESSIONAL

Cloud / SaaS-based applications

Sign-up and self-provision

Departments asked to track revenue

Tech know-how in all departments.

Departmental budgets include \$ for IT

IT investment viewed like an operating expense



**Channel Partners™**  
CONFERENCE & EXPO

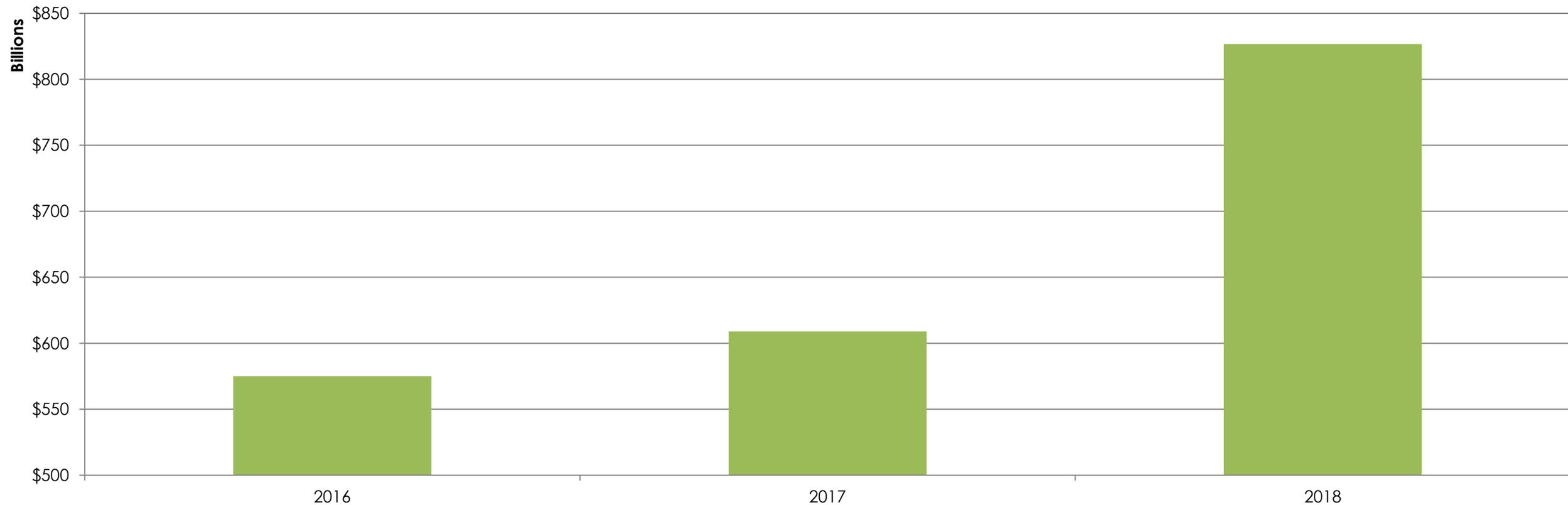




Channel Partners  
CONFERENCE & EXPO

# Worldwide Corporate IT Spending Funded by Non-IT Business

**Growth of non-IT business departments' spending on technology is expected to accelerate in the coming years.**





Channel Partners<sup>™</sup>  
CONFERENCE & EXPO

# The Traditional IT Buyer

- CIO
- CSO
- Director of IT





**Channel Partners.**  
CONFERENCE & EXPO

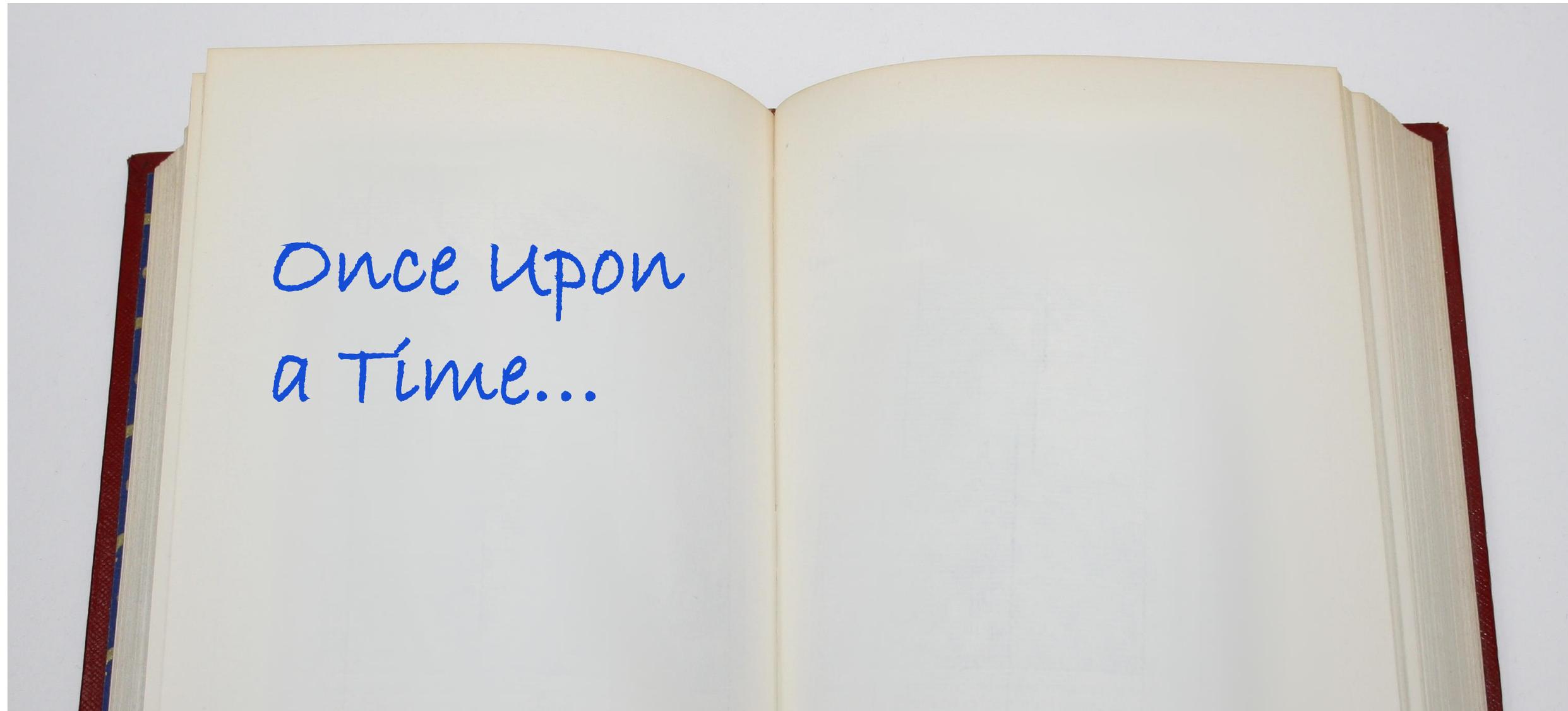
# The Hidden IT Buyer

- CMO
- VP of Sales
- Head of HR
- Director of Finance
- CFO





**Channel Partners™**  
CONFERENCE & EXPO





**Channel Partners™**  
CONFERENCE & EXPO

# Your Channel Challenge

- The IT team has been the gatekeeper to the rest of the company.
- The Hidden IT Buyer is a Line Of Business Executive who most likely doesn't know you exist and how IT products and service are purchased and/or managed.



**Channel Partners**  
CONFERENCE & EXPO

# What's Influencing Hidden IT Buyers?

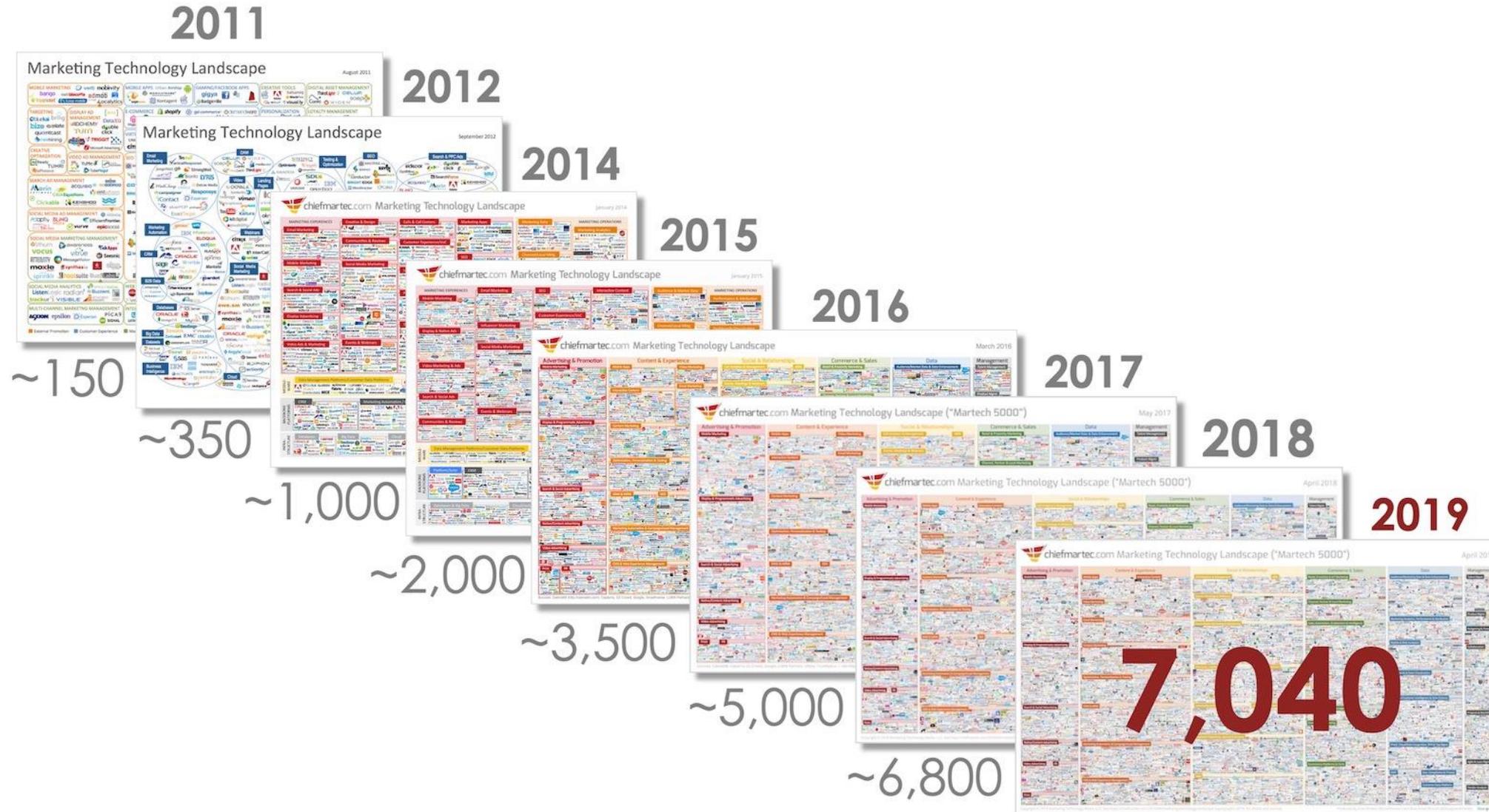
Every department is being asked to contribute to core business objectives and actively drive revenue.

- Enhance efficiencies
- Uncover new customer segments
- Cross-sell to existing customers
- Improve customer experience
- Out of box solutions for every need
- Cheaper/less time to buy than build



Channel Partners.  
CONFERENCE & EXPO

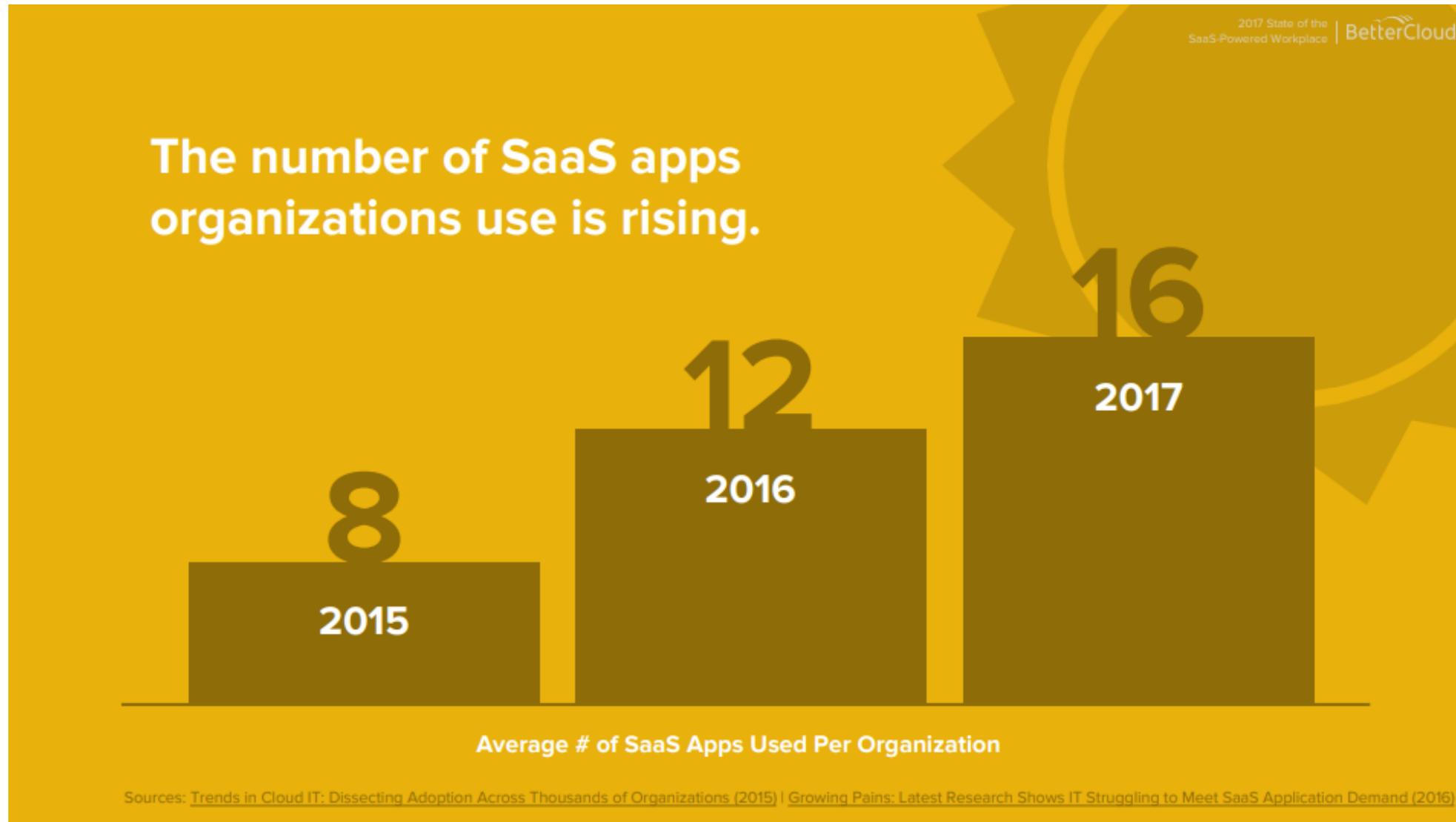
# What Are They Buying?





Channel Partners  
CONFERENCE & EXPO

# How Many are They Buying?



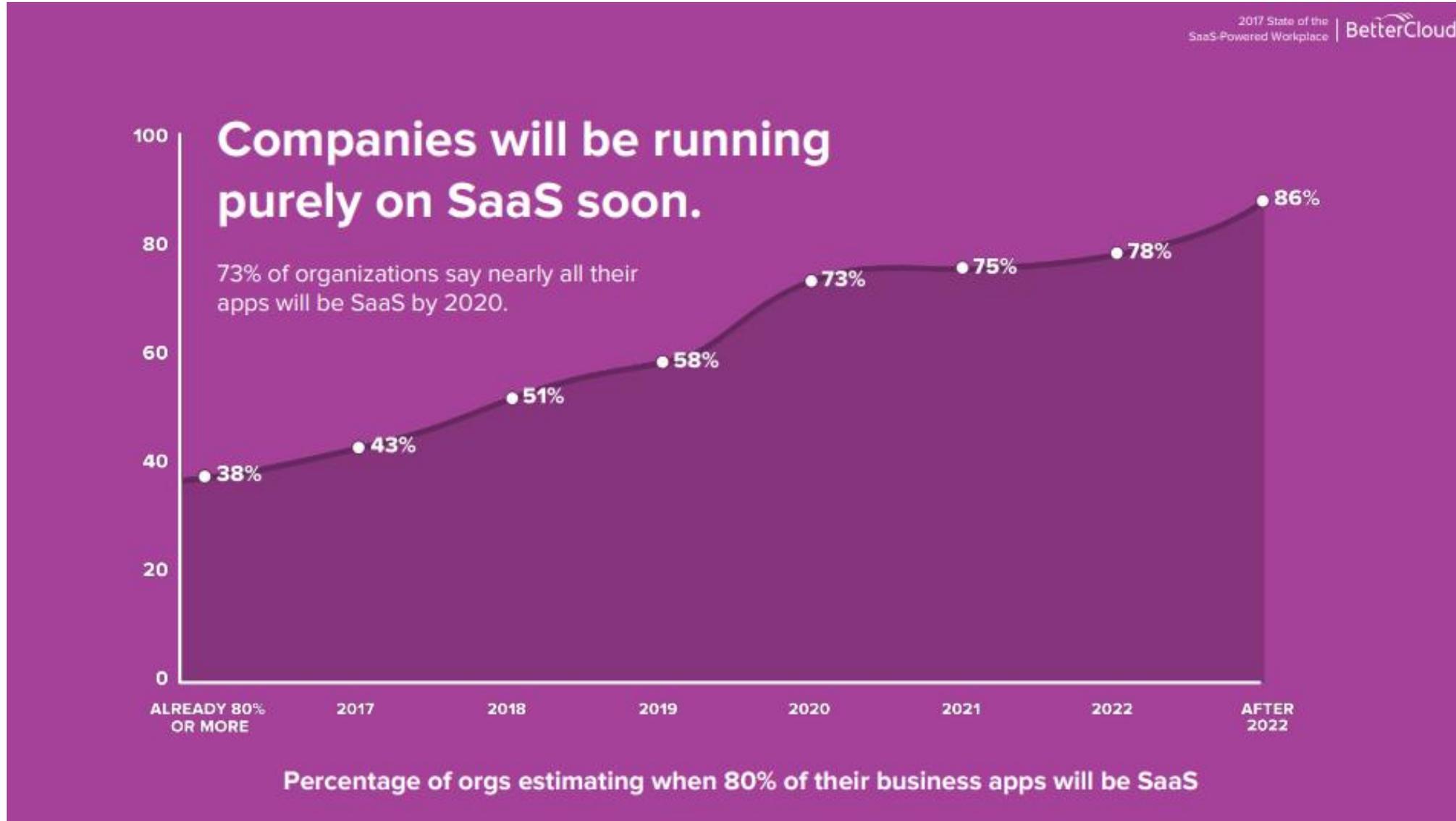
2018/2019 = 18 apps

“SaaS Powered”  
Companies = 34 apps



Channel Partners  
CONFERENCE & EXPO

# Running on SaaS





**Channel Partners™**  
CONFERENCE & EXPO

# LOB Executive & IT Relationship

- Work closely with IT to determine best solution
- Discuss shortlist of options with IT after due diligence is done
- Departmental takeover to purchase/manage what they need



**Channel Partners™**  
CONFERENCE & EXPO

# What You Need to Know

- Speak their language with a business focus
- What are their goals and challenges?
  - Quick deployment, revenue potential, efficiencies, ease-of-use
- Is IT involved?
  - Deployment, customization, ongoing usage
- Are there internal politics?
  - Vendor preferences, familiarity, conflicting interests



**Channel Partners**  
CONFERENCE & EXPO

# Benefits and Drawbacks of a Decentralized Process

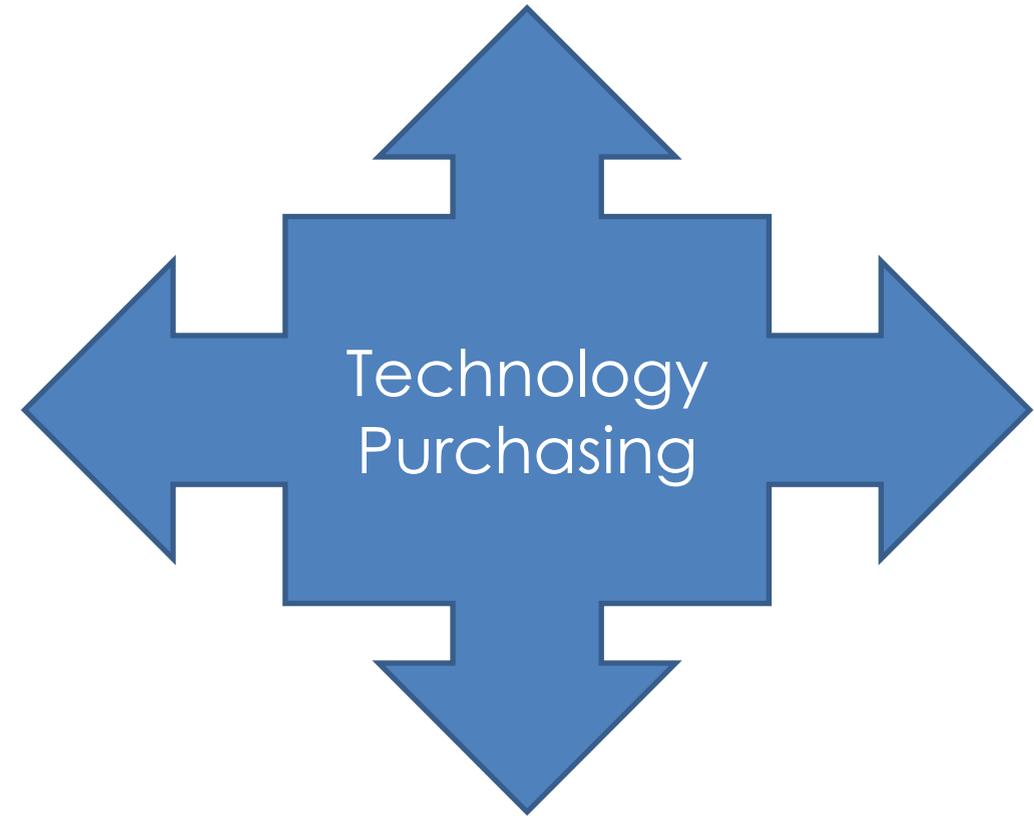
## BENEFITS OF DECENTRALIZATION

Reduces application implementation delays resulting in faster sales cycle

Speeds company progress and innovation

Deploy applications specifically suited to departmental needs

LOB executives know exactly what they need





**Channel Partners**  
CONFERENCE & EXPO

# Benefits and Drawbacks of a Decentralized Process

## BENEFITS OF DECENTRALIZATION

Reduces application implementation delays resulting in faster sales cycle

Speeds company progress and innovation

Deploy applications specifically suited to departmental needs

LOB executives know exactly what they need

## DRAWBACKS OF DECENTRALIZATION

IT knows the company's network infrastructure intimately

May not meet security or compliance requirements

No company-wide volume discounts from VARs, ISVs, MSPs

Lack of integration between applications



**Channel Partners**  
CONFERENCE & EXPO

# What Hidden Buyers Often Forget to Ask

The application has been purchased and deployed. What do they need to consider next?

- How is it going to be managed long term?
- Do they have departmental knowledge to manage it?
- Is the IT department going to support it?
- Will the services of an external IT consultant, VAR or MSP be needed?
- What is the process for managing and keeping an inventory of all applications?



**Channel Partners™**  
CONFERENCE & EXPO

# What You Can Offer to the Hidden Buyer

Reality is setting in. They know they need help. What can you provide?

- Consulting and training
- Customization and integration with other applications
- Security audits
- Application management
- Complementary services



**Channel Partners**  
CONFERENCE & EXPO

# Your Opportunity: Reaching the Hidden IT Buyer

Companies with an in-house IT department

- Ask questions to uncover company-wide business needs instead of just focusing on IT.
- Offer to support IT personnel by providing services that the IT department doesn't provide.
- Supporting IT with additional services/capabilities enables them to look like a hero.
- Befriend them and make them look good!



**Channel Partners**  
CONFERENCE & EXPO

# Your Opportunity: Reaching the Hidden IT Buyer (cont.)

Companies with no IT department

- Target your marketing messages to speak the LOB executive's language. collateral, website, case studies, email campaigns
- Exhibit/sponsor/speak at industry conferences related to LOB or tech events for SMBs. INBOUND, The Sales Development Conference, SHRM Conference & Expo
- Become a certified partner of specific SaaS vendors for inclusion in their directories. HubSpot, Salesforce, BambooHR



**Channel Partners™**  
CONFERENCE & EXPO

# Key Takeaways

- Business needs and areas for growth can come from varied areas of a company.
- Cloud-hosted SaaS tools have enabled the Hidden IT Buyer to be involved in IT purchase decision making and deployment.
- Purchasing criteria is shifting from brand awareness and price sensitivity towards the ability to achieve specific LOB business outcomes.
- Channel sellers need be cognizant of the technical sophistication of decision makers they are talking to and how that informs messaging that sells.



**Channel Partners™**  
**CONFERENCE & EXPO**

**Thank You!**

**Free Marketing Audit.**

See us after the presentation.



**Channel Partners™**  
CONFERENCE & EXPO

# Questions?



**Hartland Ross, President**

[Hartland@ebridgemarketingsolutions.com](mailto:Hartland@ebridgemarketingsolutions.com)

Phone: (604) 731-5530 x.700



**Lisa Masiello, Chief Digital Strategist**

[Lisa@ebridgemarketingsolutions.com](mailto:Lisa@ebridgemarketingsolutions.com)

Phone: (604) 731-5530 x.709