



"...knows  
how to craft  
the right  
message and  
build brand  
awareness in  
the market  
place."

— Joe Tomasello  
Group Product Manager  
Foundry Networks

**APS Marketing** provides measurable B2B marketing with a focus on revenue-driven goals, including the creation and implementation of global go-to-market programs. APS Marketing maximizes modern push/pull online marketing, customer relationship management and marketing automation tools (Salesforce.com, NetSuite and SAP; Marketo, Eloqua and Pardot) for closed-loop lead generation and lead programs. APS builds programs and content that drive global partner enablement, industry-specific product marketing and multi-channel sales content development.

#### Specialties

- Market development and category leadership in mobile, networking, semiconductor and security markets.
- Program expertise in product marketing, competitive differentiation, analyst engagement, asset creation, product launch BoM and demand generation programs.
- Additional experience in marketing automation, web content/automation analytics, channel/partner marketing and social media.

# Client Highlights

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## Marketing and Sales Content and Programs

### Problem:

Network security innovator Fortinet needed to target additional vertical markets but lacked the marketing content and relevant sales prospects.

### Solution:

Develop market-specific Service Provider content in nine distinct markets for global sales team and channel leverage, and create extensive lead generation programs paired with via Salesforce.com CRM.



## Establish Category Leadership

### Problem:

SAP needed a cohesive mobile portfolio approach to their four mobile product lines comprising SAP's Edge-to-End Mobile cloud/on-premise product suite. The goal was to capitalize on SAP's HANA Cloud offering for all mobile offerings to sell SAP Mobile to SAP's 265,000 customers, and 1000s of partners and Global 2000 prospects.

### Solution:

Centralize a global go-to-market content plan for SAP's Industry leading portfolio including Application Development (MADP), Mobility Management (EMM), Mobile SMS Messaging and Mobile Apps using HANA Cloud Platform MBaaS. Develop and execute on SAP mobile product marketing plan to increase sales more than 100% year-over-year, and establish category leadership from all mobile offerings through carriers, SIs, partners and OEMs. Examples include Google, AT&T, Samsung, Verizon, IBM, Microsoft, Rogers, Telefonica, CapGemini and Accenture.



## Competitive Differentiation

### Problem:

Market-challenger Juniper Networks was pigeon-holed in the core router category segment with market leader Cisco Systems. Sales and channel teams lacked competitive differentiation of Juniper's technical or marketplace offerings.

### Solution:

Lead the market evolution of Juniper's traditional core router marketplace into the adjacent edge router market, as well as cable and mobile vertical markets. Create compelling 3rd party market content to highlight Juniper's industry-leading Total Cost of Ownership (TCO).



## Worldwide Revenue Programs and Sales Tools

### Problem:

Build a comprehensive enterprise security software solution that capitalizes on the emerging smartphone and specifically the iPhone marketplace. Scale a marketing team consisting of limited internal staff, external contractors and intelligent marketing automation to deliver outsized direct sales and channel sales growth

### Solution:

Partner closely with sales to develop a playbook with sequenced Product Marketing content, Partner marketing, Web and Marketing Automation (Marketo) synchronized with CRM (Salesforce.com) including a Partner portal and sales content library. Build awareness and extend a measurable 300% year-over-year growth seats and 4x/\$100 million+ sales funnel leading up to 2014 IPO - identifying high volumes of quality prospects and partners then convert them into revenue.



## Expand and Up-level the Conversation

### Problem:

Networking innovator Cisco Systems was in a technology-only sales mode that offered minimal CxO level exposure. Cisco's rapidly expanding portfolio of product offerings needed differentiation based on the merits of applications support and reliability metrics, in addition to the technology strengths, in order to resonate with the network equipment buyers.

### Solution:

Create valuable selling propositions for CxO customer prospects and channel partners, and deliver those messages and tools through Cisco external communications vehicles including Cisco.com, Packet Magazine and new executive presentations developed specifically to align messaging content and product consistency.



## Sales Tools and Evangelism

### Problem:

Publicly-held network switching leader Foundry Networks needed sales program selling tools and evangelism to ensure the company maintained its slot as a top-tier network switch provider.

### Solution:

Create the company's first electronic selling guide complete with a series of 10 new global customer video case studies. Build Foundry's first ongoing lead generation pipeline including customer and prospect database leveraged for direct mail and ongoing customer sales.



## New Marketpace Development

### Problem:

Develop an automated and systematic approach to the network equipment and network operator security testing market for both IP and SCADA protocols. Leverage traditional security testing partners like IXIA and Spirent while creating a new market category.

### Solution:

Build and implement end-to-end marketing programs driving 50% year-over-year growth sales revenue including market product/technology focus. Build red carpet account program responsible for more than 75% of Mu's revenue during the first 4 years of operation. Create and chair the marketing function for multi-vendor TESLA operator, IMS Forum and supplier network testing alliances

## EPIGRAM

## Market Demand and OEM Partnerships

### Problem:

Fabless semiconductor start-up Epigram focused on the home networking market, with limited budget. They faced significant headwind from Intel and Microsoft, and had no OEM partners to incorporate its InsideLine™ technology or iLine10 chipset.

### Solution:

Create home networking market demand with leading OEMs including Compaq, Panasonic, Intel, 3Com and NetGear through a mix of application-oriented marketing and Home Networking industry association leadership (HomePNA). APS was able to stoke consumer demand for shared broadband connectivity using online and offline sales tools and marketing materials.



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business."

— Ryan Thomson

*Solution Sales  
Vodafone Global Enterprise  
Strategic Partner of MobileIron*

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▶ **Adam Stein** has more than 25 years of marketing and public affairs leadership at semiconductor, networking, security and marketing service firms. He has helped four different early-stage innovators grow to either IPO or achieve a highly-profitable acquisition exit.

His most recent role as VP Mobile Product Marketing at SAP helped the company build a cohesive mobile portfolio approach with the SAP HANA Cloud to boost mindshare for its 265,000 customers, and 1,000's of partners and Global 2000 prospects.

Prior to SAP he led Mobile security innovator MobileIron from a 20-person start up to \$85m annual run rate and subsequent \$823m IPO valuation by scaling sales programs with limited staff, contractors and marketing automation for outsized partner and direct revenue.

Before MobileIron, he helped Mu Dynamics create the security testing market that was later purchased by Spirent for \$40m. Leveraging his security expertise, Adam helped lead Fortinet as VP Marketing to create and execute programs that helped deliver more than 10% of the company's annual revenue - 800% revenue return on marketing investment and subsequent IPO that now has a \$5b market capitalization.

Adam has also held executive Marketing and Evangelism roles for Foundry Networks (acquired by Brocade), Juniper, Broadcom (acquired Epigram) and Networking leaders Cisco and 3Com.

Adam began his marketing career in Boston leading marketing services agencies and holds a Master's degree in Marketing from Emerson College and a Bachelor's degree in Distributed Sciences from University of Colorado, Boulder.