



DXC TECHNOLOGY SOFTWARE LICENSING AND MANAGEMENT SOLUTIONS (SLMS)

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DXC SLMS (DXC) provides expert advice to worldwide partners and resellers in their effort to navigate software licensing complexity in hybrid cloud environments. DXC helps their customers acquire, bill, fulfill, and manage multivendor software investments. Ultimately, this level of service enables partners to optimize end-user software investments and address the key challenges around cost and compliance.

Situation Overview

DXC wanted to establish a presence as a top-tier full-service Cloud services distributor in the IT Service Provider community both in the USA and in Europe. Their stated goal was to aggressively grow their Microsoft Service Provider Licensing Agreement (SPLA) reseller business while simultaneously launching their new Azure solutions via the Microsoft Cloud Solution Provider (CSP) program. Essentially, DXC SLMS needed a plan of action that addressed marketplace awareness and demand generation.



SERVICES PROVIDED

- Go-to-market planning
- Messaging and positioning
- Media planning and placement

HOW MERIT MILE HELPED:

- Campaigns and concepts
- Trade media editorial coverage
- LinkedIn and social media lead generation

MERIT MILE

Phone: 561-362-8888
Website: MeritMile.com
Email: Hello@MeritMile.com
Address: 131 NE 1st Ave Ste. 100
 Boca Raton, FL 33432 USA

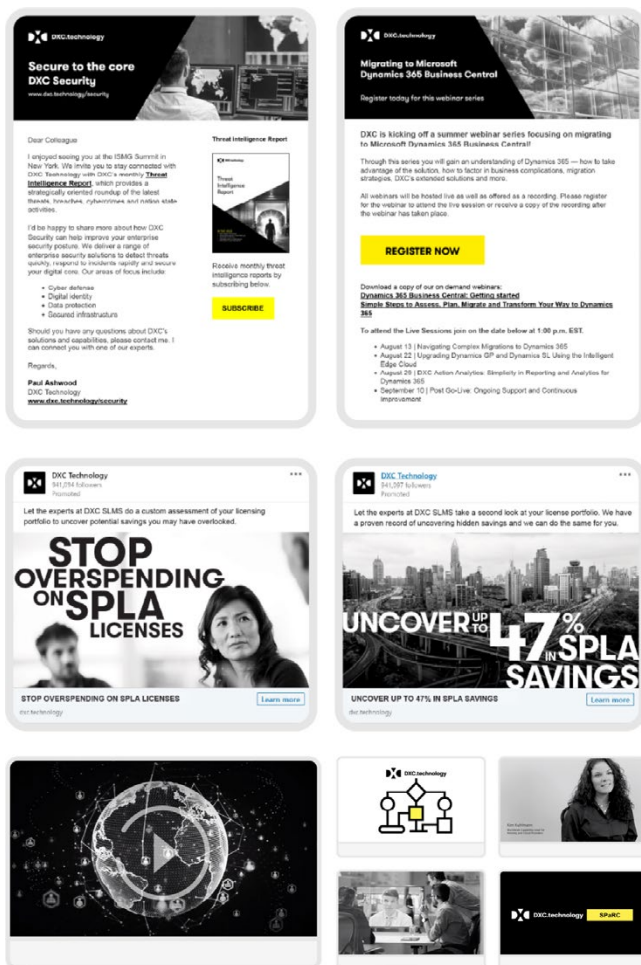
Merit Mile Solutions

To help DXC achieve their objectives, Merit Mile designed aggressive content marketing and integrated demand generation campaigns to amplify awareness of DXC’s whole suite of offerings and recruit new service provider partners.



These included:

- 1] Designing and building the DXC Cloud Marketplace and creating supporting resources (Overview videos, Migration Plans, Solution Briefs, Datasheets, Infographics) to demonstrate domain expertise.
- 2] Creating a highly targeted email marketing campaign with specific messaging around Azure migration to drive qualified service provider traffic to the new DXC Cloud Marketplace.
- 3] Developing a persuasive LinkedIn demand generation campaign with thoughtful resources to recruit SPLA partners from competing resellers into DXC.
- 4] Making introductions to key targeted trade media to extend the DXC message for editorial and thought leadership.
- 5] Generating integrated, cross-promotional social content opportunities to help DXC participate in and even drive the cloud services, Azure and SPLA marketplace conversation.





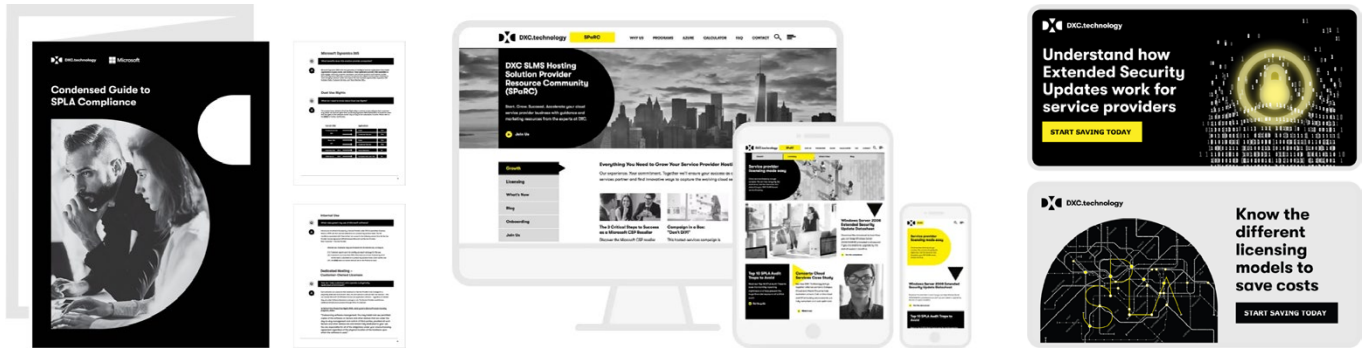
Results

Although specific KPIs are non-disclosure protected, by working with Merit Mile, DXC was able to establish an identity as a full-service Cloud provider and effectively showcase their entire suite of Cloud and SPLA offerings through a thoughtfully designed online destination and custom-built marketplace. They were also equipped to deploy effective campaign strategies, hard-hitting messaging, and compelling offers to capture targeted leads and qualified prospects to support their business objectives.

Awareness & Earned Media Results

Microsoft Azure and Microsoft SPLA Results

Through the Microsoft Azure campaign, DXC generated significant demand among existing hosting providers and conducted conversations with North American and European partner prospects about the benefits of migrating workloads to Azure. The SPLA LinkedIn campaign generated awareness as well as new interest and engagement from prominent SPLA customers and the thought leadership content articles provided insight, education, and promotion of DXC’s core solutions in front of targeted audiences throughout the industry.



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

Headquarters

Merit Mile, LLC
 131 NE 1st Ave Ste. 100
 Boca Raton, FL 33432 USA

Contact Info

Phone: 561-362-8888
Email: Hello@MeritMile.com