

## Channel Line

### **Intel Announces Marketing Program To Help System Builders Sell Pcs**

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by Mark Cox

Intel has unveiled an initiative to expand the sales of its components in PCs sold in the SMB market, by helping system builders convince their customers that it's time for an upgrade. It's primarily a marketing- focused campaign, but it does contain some training aspects.

Earlier this year, Intel launched a similar program, the "real server campaign," to help system builders sell more Intel-based Xeon servers.

"We've had good feedback from resellers that our messages have been helpful, and have helped them drive their server business," said Elizabeth Broers, Intel's worldwide demand creation marketing manager for Intel's reseller channels. "They've been able to show customers how they can help them grow their business. We're pretty happy with how it's helped our resellers with their server business.

The new "Accelerate Your Business" program is designed along the same lines. It's targeted at the system builder/integrator market, the between 44,000 and 45,000 Intel product dealers who have been certified and who are authorized dealers. Broers said that the objective of these programs is to drive deep into the market, and not just touch the larger system builders.

"The idea is to be broad, and work with our smaller partners as well," she said.

Intel will provide partners with sales tools, like a small business customer presentation and telemarketing script, marketing collateral, case studies, communications templates, and product briefs on its latest technologies, like Hyper-Threading and Centrino mobile technology. The material will also provide aids to encourage smaller businesses to upgrade their PCs, such as showing hidden costs of maintaining aging PCs, older applications' lower productivity and lack of support, and the growing number of security issues.

One element of the server program will not be in the PC program, however. There is a special pricing rebate schedule for servers, but no equivalent in the "Accelerate Your Business" program.

Technical training related to the program will be provided by Intel to its partners at its worldwide channel conferences.

For more information on the Accelerate Your Business program, visit [www.intel.com/go/accelerate](http://www.intel.com/go/accelerate).