

Intel Deploys New SMB Marketing, Training Initiative For Channel

Will focus on Centrino, Hyper-Threading technologies

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Looking to bolster its channel sales into small and midsize business, chip maker Intel said it would deploy a new program for solution providers to coax their smaller accounts into upgrading their mobile and desktop systems.

The Santa Clara, Calif.-based company said it would provide a number of new technical training and marketing offerings to solution providers and their customers, calling the program "Accelerate Your Business."

Intel said it would provide the technical training and marketing collateral to distributors, system builders and solution providers on its Centrino and Hyper-Threading technologies. The material will also include technical and marketing assistance to the channel to help them convince smaller businesses of the need to plan for system upgrades and migration to wireless solutions.

Sophia Chew, general manager of Intel's Reseller Channel Operation, said the new program fits in with the company's current strategy of assisting system builders by providing expertise, marketing tools and financial incentives to continue leading with the Intel brand.

Chew declined to put a dollar figure on the company's overall investment into these programs into the next year, but she did say "our efforts will be three [times] what they are today."

As part of its "Accelerate Your Business" rollout, Intel said it would provide a number of marketing and technical publications for solution providers on its Web site, at Intel.com/go/accelerate, and base it in part on the company's real server campaign, which launched earlier this year.