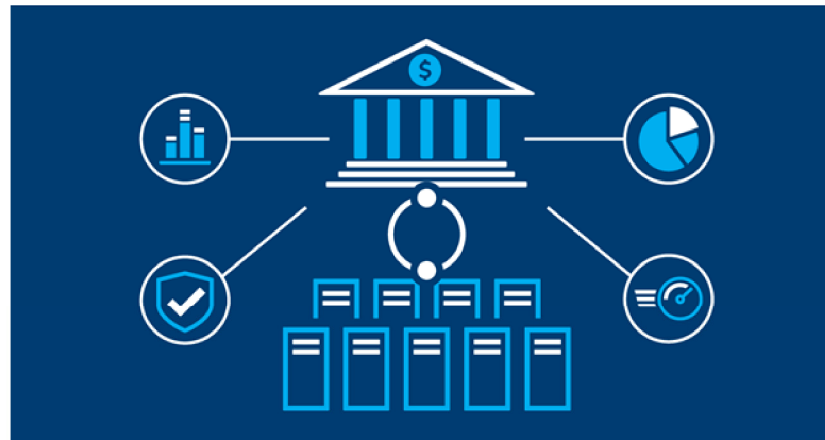
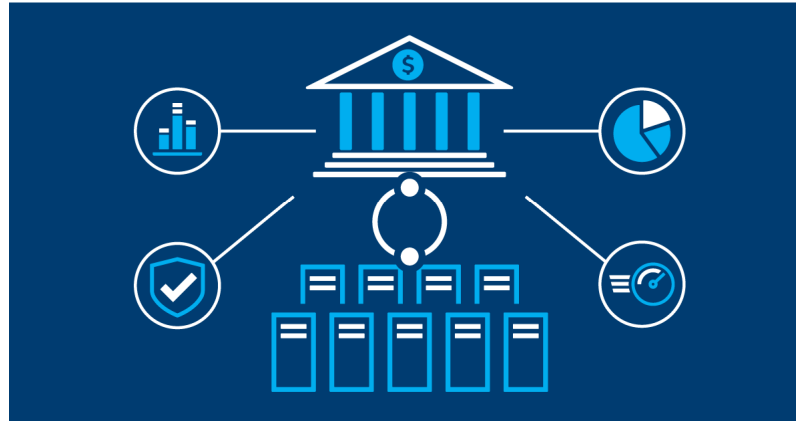


Techplus Presentation on Intel SBI (ABM)- Lead Generation Activity

Products : Banking Services to Catalyze Business
Transformation



Intel ABM Campaign Objective



Campaign Objective: Drive 80 HQL Leads (Highly Qualified Leads) for **INTEL** (Lead Generation) within SBI ITDM Community.

Approach: (Ready Made promotion Material)

Leverage the assets (TVC, banners and white papers) will be placed on LeadXchange , CXOtv.news, itVARnews and healthtechnology.in and newswire to generate leads.

Content syndication (technology blogs/thought leadership blogs/use cases/client interviews/social tweets/linkedin promotions)

Landing Page, EDM, Use display, Form based Email ,Content to generate response drive HQL (Highly Qualified Leads)



Intel ABM Lead Drive Campaign



Campaign Drive Leads:


To introduce Customers the Intel's **“Evolve Banking With IT Transformation”** for **Banking & Financial Industry**. A cloud-based business model built upon a centralized approach to data management and analytics.

Key Points:-

- Transform your business with an agile.
- Better data protection, faster, seamless bandwidth
- The ability to satisfy dynamic demands with new services
- It's about speed and getting it into production in a measured way that still makes security a priority
- It has accessibility cloud expertise powered by Intel Xeon scalable Processor
- Support high-demand applications.
- Enable next-generation digital services.
- Drive actionable insight and real-time decision making.



Intel ABM Campaigns - 2018

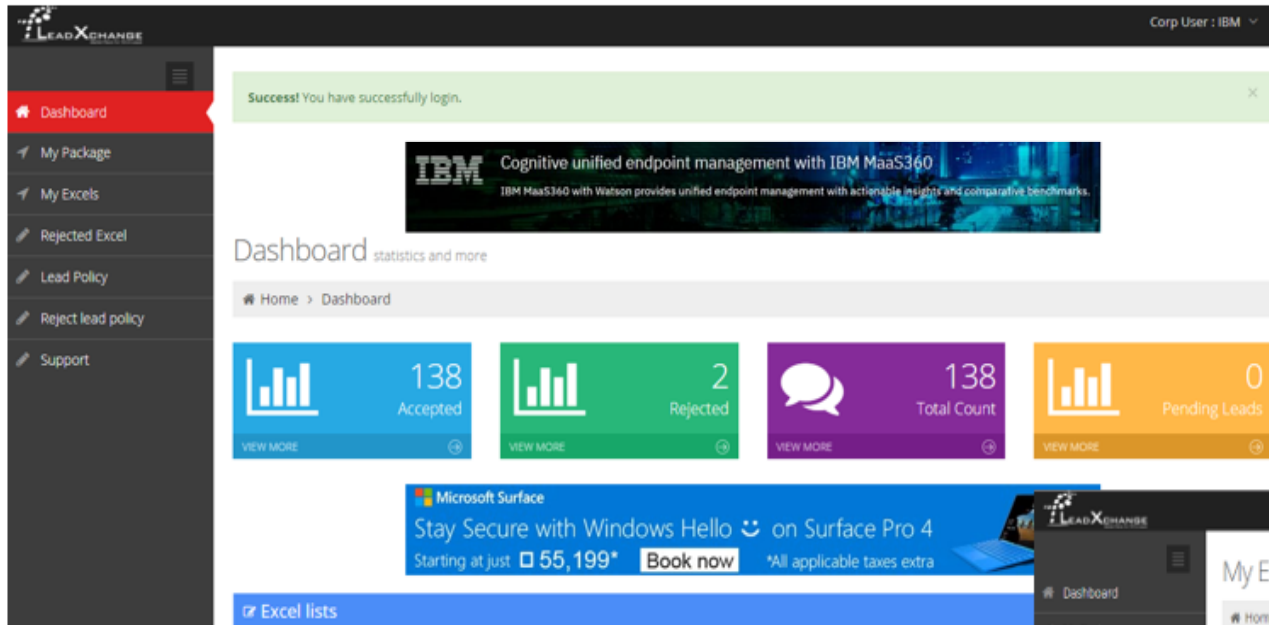
 SECTOR	LeadXCHANGE SBI Customers – Audience - State Bank of India- Across Locations C'level (ITDMs, SBDMs, CXO, CIO, CTO, and Key Decision Markers)
1. BFSI , SBI- All Sectors	100%
2. Intel Telecom- Reliance, Airtel, Vodafone	100%
3. Intel- Webinar- TCS	100%
4. Intel ITT-1, ITT-2, ITT Burst-1 &2 (Q-3 & Q-4)	100%
5. Intel- BFSI, Intel Telecom, BFSI, ITES	100%
6- Intel BFSI (HDFC, ICICI & Others Banks)	100%
7. Intel- Gartner Post Event Digital Campaign	100%
8. Intel Hybrid Cloud ITT Transformation	100%
9. Intel Select Solution- Q4	100%
10. Intel Telecom Webinar	100%



HQL Criteria

BANT Criteria		
	HQL – High Qualified Leads (Fulfill BANT)	NQL – Nurturing Leads (Partially fulfill BANT)
Project Confirmed with Budget	Project confirmed with or without budget	No confirm project
Authority	Decision makers / Influencers	Decision makers / Influencers
Need	Customer Needs and Pain points have been identified.	Customer Needs and Pain points have been identified.
Time	Within 3-9 months	6 – 24 months
Solution Discussed	Requirement can be met.	Requirement can be met.
Next Steps	Demo Request, RFP, Vendor Evaluation	Send Information, Events, Marketing Activities

Lead Monitoring & Management



Success! You have successfully login.

IBM Cognitive unified endpoint management with IBM MaaS360
IBM MaaS360 with Watson provides unified endpoint management with actionable insights and comparative benchmarks.

Dashboard statistics and more

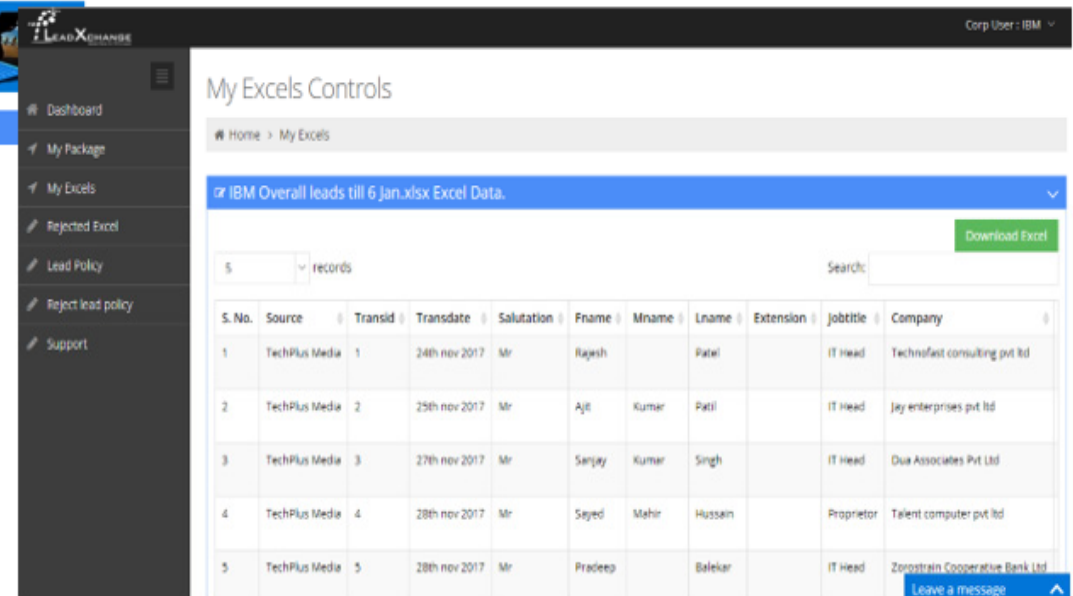
Home > Dashboard

Accepted	138	Rejected	2	Total Count	138	Pending Leads	0
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Microsoft Surface
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Excel lists

Monitor and manage your lead through Leadxchange From Anywhere at Anytime



My Excels Controls

Home > My Excels

IBM Overall leads till 6 Jan.xlsx Excel Data. [Download Excel](#)

5 records

S.No.	Source	Transid	Transdate	Salutation	Fname	Mname	Lname	Extension	Jobtitle	Company
1	TechPlus Media	1	24th nov 2017	Mr	Rajesh		Patel		IT head	Techinfest consulting pvt ltd
2	TechPlus Media	2	25th nov 2017	Mr	Ajit	Kumar	Patil		IT head	Jay enterprises pvt ltd
3	TechPlus Media	3	27th nov 2017	Mr	Sanjay	Kumar	Singh		IT head	Dua Associates Pvt Ltd
4	TechPlus Media	4	28th nov 2017	Mr	Sayed	Mahir	Hussain		Proprietor	Talent computer pvt ltd
5	TechPlus Media	5	28th nov 2017	Mr	Pradeep		Balekar		IT Head	Zorostrain Cooperative Bank Ltd

[Leave a message](#)

Targets VS Achievements

✓ **Targets**

Campaign product – Intel SBI ABM

Target – SBI, ITDMs

Total – 80 leads

Budget – 15 Lacs

Time lines - 1 month

- **Approach: (Ready Made promotion Material) –**
- Content syndication (technology blogs/thought leadership blogs/use cases/client interviews/social tweets/linkedin promotions)
- Landing page, EDM *Use display, Form based Email ,Content to generate response & drive registration.*
- Leverage the assets (TVC, banners and white papers) will be placed on LeadXchange , CXOtv.news, itVARnews and healthtechnology.in and newswire to generate leads .

✓ **Achievements**

Campaign product – Intel Product

Achievements – 80 leads in 30 days

Business Generated – 2.35cr



Thank
you



DealComments.com

