



Anderson Baillie develop lead development programme for Double-Take to connect successfully with its prospects, clients and partners.

Double-Take is an international software developer, with offices in France, America and the UK. Double-Take's product focus is security and server based software, with leading solutions for data protection and business continuity. The company sells through 50+ resellers and partners, supporting its channel with product awareness and lead generation.

Double-Take approached Anderson Baillie as they saw an opportunity to engage a marketing partner that could manage their channel requirements and demands for sales opportunities, as well as monitoring and managing all lead development activity through to the Double-Take partners, via Anderson Baillie's Campaign Monitor toolset.

Intelligent Lead Development

End-to-end lead development campaigning to prospects, customers and through channel partners.

For a full overview of our intelligent lead development services visit www.andersonbaillie.com/ild

The brief was to develop new marketing and selling propositions for Double-Take as a market leading business continuity solution, with integrated marketing communications campaigns. This followed an extensive market and media review process.

After a successful initial consultancy period with Anderson Baillie, Double-Take opted to develop their lead generation campaign using Anderson Baillie's Intelligent Lead Development approach.

By utilising analytical techniques, Anderson Baillie enabled Double-Take to engage successfully with their target audience. Anderson Baillie's account team were responsible for the management of all lead development activities, liaising wherever necessary with Double-Take partners, as well as overseeing the delivery of multi-channel campaigns to the IT community.

The strap line "Don't leave it to chance" was accompanied by the question, "Are you leaving it to chance?" A dedicated online portal was created to educate and engage the target audience on the merits of Double-Take as a business continuity solution, resulting in a high calibre of pre-qualified business opportunities for Double-Take's sales team to respond to.

"We selected Anderson Baillie due to their expansive service offering and excellent reference base. We were looking to improve our lead generation processes in support of the Channel. Anderson Baillie's managed service approach offers high levels of responsibility and accountability and allows us to focus on lead conversion and Channel management."

*Ian Masters, Sales and Marketing Director,
Double Take Software*

"We are naturally delighted to have won such a remit, as it provides us with the opportunity to make a real difference in the adoption of our accountable marketing and high sale yield techniques. Our offer is founded on our beliefs for "Intelligent Lead Development" (ILD), where full consideration is given to the proposition and creating the right environment for commercial dialogue with target groups."

Andrew Baillie, Managing Director, Anderson Baillie.

Double-Take Software
DON'T LEAVE IT TO CHANCE

Are you guilty of leaving it to chance?

Double-Take
In the event of a minor IT failure or a much more serious disaster, would your business critical data & applications be available? Do you know how much data you would lose or how long it could take you to recover?

Don't leave it to chance - take advantage of Double-Take, the world's market leader in data replication & high availability. Double-Take allows you to improve application availability, replicate business critical data offsite & improve existing backup processes. The result is business continuity, and data currency whatever happens - allowing you to get back to doing business rather than spending time piecing past transactions together.

Offsite Data Replication
Obtain real-time replication of data over your existing infrastructure.

About Double-Take
Our Awards
Whitepaper Downloads
Online Demos
Case Studies
News Archive
Webinars

The Double-Take Fingermeter
Will the finger of blame fall on you? Click here to try the Double-Take questionnaire to find out more about yourself!

Tel: +44 (0)1905 745711
Email: sales@doubletake.com
Web: www.doubletake.com

Microsoft GOLD CERTIFIED Partner
Networking Infrastructure Solutions
Advanced Infrastructure Solutions
Information Worker Solutions

ANDERSONBAILLIE

Strategy // Marketing // Communications

Anderson Baillie //
Walton Lodge, Hill Cliffe Road, Walton, Warrington, Cheshire WA4 6NU
Tel: +44 (0)1925 217250 Fax: +44 (0)1925 217251

Southern Office:
37a Hart Street, Henley on Thames, Oxfordshire, RG9 2AR
Tel: +44 (0)1491 636387 Fax: +44 (0)1491 636226

www.andersonbaillie.com

Double-Take Software

Offsite Data Replication
Are you guilty of leaving it to chance?
DON'T LEAVE IT TO CHANCE!

Double-Take Software

Centralised Backup
Are you guilty of leaving it to chance?
DON'T LEAVE IT TO CHANCE!

THE FINGER OF GUILT WILL FIND YOU.
THERE'S NO HIDING PLACE.

THE CHARGE: MAKING ASSUMPTIONS.
You've suffered an IT disaster. And you made the mistake of assuming that someone, somewhere, within your organisation had a strategy in place designed to cope with such an emergency.

The fact was that everyone assumed that you had the situation under control. This could even be at the cost of losing business critical data and creating a mess from which your company might never recover. After all, it's not just about being data - it's also about how current it is.

If only you'd installed Double-Take, your business would still be running smoothly and you wouldn't be turning for cover.

Double-Take is today's most advanced, economic and dependable data replication solution. All the core of your centralised backup solution Double-Take will give you business continuity whatever happens - allowing you to get back to doing business rather than spending time piecing past transactions together.

With Double-Take, all your critical business data is replicated and stored on a server in a different, safe location which can be backed up 24 x 7. In any event, you will have data on demand as well as applications.

Don't leave it to chance!
Find out more by visiting our Double-Take Software website: www.doubletake.com and download our FREE whitepaper and white papers on the following areas:

- Business Continuity
- Offsite Data Replication
- Centralised Backup
- High Availability

You can also find out if the finger of blame will fall on you by using the **Double-Take Fingermeter** to gauge your own level of risk and accountability.

Alternatively, please fill in and submit the form attached, or contact us on: +44 (0)1905 745711

Take nothing for granted. Make sure you have an IT data protection strategy in place right now. And be doubly sure you're safe by getting all the facts about Double-Take today.

Double-Take Software www.doubletake.com

Double-Take Software
DON'T LEAVE IT TO CHANCE

The Double-Take Fingermeter
Answer the series of questions regarding your business practice and the finger will gauge your level of risk and accountability.

Centralised Back Up

enable foolish
responsible irresponsible
compliance non-compliance
prepared ill-prepared
pro-active reactive

Have you tested your restoration process recently?

yes no

Centralised Back Up
Improve data efficiency, centralise and enhance your existing backup processes, and ensure you could restore in the event of a disaster.

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