

# More Demand

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## Demand more

For Sales and Marketing leaders in the IT Channel who expect better outcomes from their investment in building strong pipelines.

## Market Activation™

# More **GO** for your GTM

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Market Activation™ is a fully managed, subscription service offering all the essential components of a modern-day demand and pipeline creation.

Whether you're attracting new buyers, recruiting or enabling channel partners, or are a distributor wanting a competitive advantage, this one programme is flexible enough to offer any business a powerful route to market.

# More powerful

Market Activation™ works because it helps businesses move faster, waste less, and scale with confidence. This starts with ICPs who already care enough to show up consistently.

This means less chasing, fewer dead leads, cleaner handover to sales, and a pipeline teams can trust.

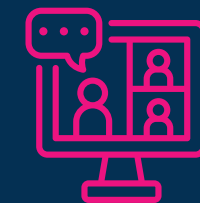
Better still, it comes with a predictable cost base that's a fraction of what it would take to manage through disconnected suppliers or added headcount.



# More engagement

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Our communities provide market and peer-led insights that help shape buying decisions, connecting senior decision-makers and their teams with market-leading technologies.



Online



In-person

Our programmes perform better because they reach the warm audiences that we've grown over the years. Brands can engage either **buyers or channel partners** who trust the environment, understand the context, and return regularly.

Our results deliver better-informed sales conversations and higher-quality pipelines.

# More from buyer communities

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MYREDFORT

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Telecoms

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Cloud  
Community

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Cloud &  
Telecoms

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TechSellers

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IT Channel

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**AMIGOS**  
network

# More of what's important

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Powerful new  
route to market

Economies of  
scale & reach

Cost neutral/  
positive models

Partner mapping  
& insight

Partner  
Recruitment

Partner  
Activation



# More from a single programme

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One performance-led system eliminates waste, turns intent into conversations, and provides the visibility and accountability marketing and sales teams need,

1

## Technology Communities

Engaged audiences of technology buyers or channel partners.

2

## Engagement Engine

Content to maintain momentum throughout buyer journeys.

3

## Demand Engine

Persistent, multi-channel outreach, behavioural intent progression.

4

## Intelligence Engine

Intelligence-backed sales signals and reports are visible for all.

# More for your money

## Strategy

Business Readiness maps the ICPs, sales plays and required outcomes to align investment, performance and ROI.

## Delivery Engine

Consistent, persistent delivery to your engaged audiences across multiple digital channels and in-person events.

## Demand Engine

Behavioural insights, lead progression and cumulative intent signals are available for all stakeholders.

## Sales Intelligence

Focus on only the highest intent in their bespoke portal for better informed sales conversations.



# More happy customers

Just some of the industry's leading technology vendors, ambitious partners, and visionary start-ups we've had the pleasure of working with.



AvePoint®



CEQUENCE

**censornet.**

CORE TO CLOUD™



DataBee



DEFENSE.com™

**DocuSign**



elastic  
powered by AWS

**eSENTIRE**

exertis | CYBERSECURITY

exertis | SERVICES

**EXTRAHOP®**



immersive

**INCRAM** MICRO®



Technology based security  
for the protection of property and people

**jābian**  
consulting

**KOOLSPAN**



LogRhythm®

**opentext™**



**QUANTUM**  
IT DISTRIBUTION

**°SHI**



**TIDAL**  
CYBER

**Tuskira**

**AMIGOS**  
network

# More impact

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Nothing else on the market today offers the same core components, service levels, value, and performance guarantees needed to succeed in today's sales and marketing environments.

Ready for  
More **GO** for your GTM?

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