

VEEAM & APRIL SIX

May 8, 2025

april  + veeam

AGENDA

- Introductions
- A little about April Six
- Our demand philosophy: strategy – creative
- ABM broad strokes
- How we work
- Discussion



A LITTLE ABOUT APRIL SIX

**WE ARE
A GLOBAL GROUP
OF INDUSTRY
SPECIALISTS
CRAFTING MOMENTS
THAT MATTER FOR
BRANDS SHAPING
THE FUTURE.**



**BRANDS
WE'VE BEEN
PROUD TO
PARTNER
WITH**



BRANDING + WEB REFRESH

Built-to-last brands applied to customer-centric web experiences that drive measurable action.

ABM PROGRAMS

Designing 1:1, 1:few, and 1:many strategies and activating programs into market through intent-led media.

BRAND CAMPAIGNS

Activating brand stories by creating moments to spark new audience engagement and awareness.

MEDIA + REPORTING

Planning, buying, and reporting on paid media across search, social, display, content syndication, direct buys, CTV, and OOH.

DEMAND CAMPAIGNS

Single- or multi-campaign demand generation strategies to capture and qualify leads for sales team follow-up.

CONTENT DEVELOPMENT

Video to infographic, short- and long-form content to educate and inspire audiences.

WE HELP GTM LEADERS BRIDGE BUSINESS STRATEGY AND MARKETING EXECUTION

How? By integrating the capabilities of a management consultancy and a marketing agency—all underpinned by analytics, data and technology, and all under one roof. Net result: Accelerated performance. Zero signal loss from strategy through execution.

Our client focus > Brands in complex markets:











































300⁺

Expert teammates

4

Integrated services

6

NA & UK locations

6

Key industries



april 6

DEMAND PHILOSOPHY

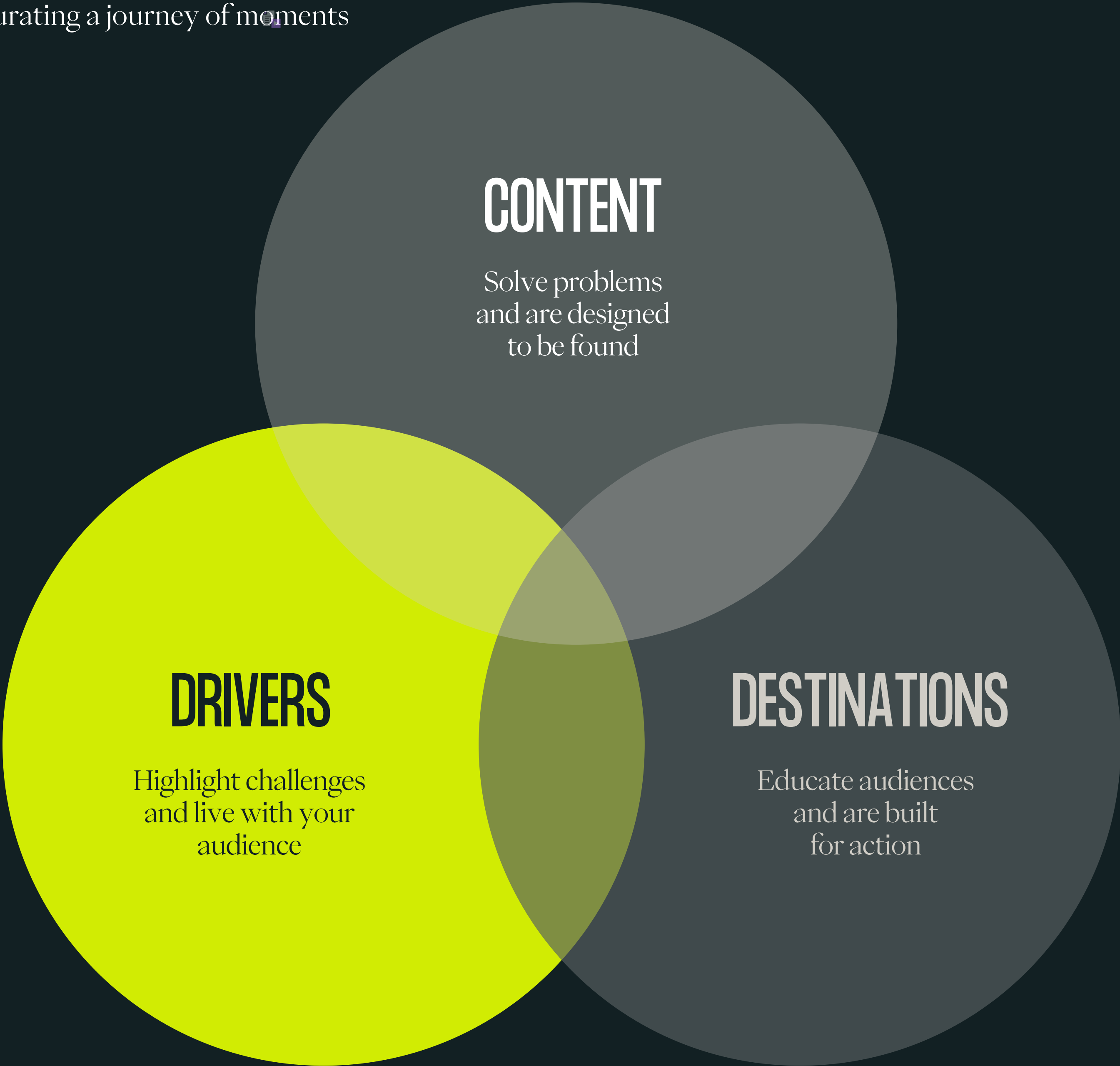
OUR BELIEFS

**B2B CAMPAIGNS REQUIRE
A FULL—FUNNEL APPROACH**

**FULL FUNNEL MARKETING
CREATES AND CAPTURES
MOMENTS OF ENGAGEMENT
ACROSS THE JOURNEY**

Business decisions don't start with awareness of a brand





Business decisions don't start with awareness of a brand



GREAT CONTENT HAVE COMMONALITIES

Audience-driven content

BE FOUND

Content needs to anticipate audience needs, fit their environment, and help users who are increasingly self-directing their education process.

Educate | Entertain | Create Controversy

PURPOSE

All content needs a purpose. The content experience should match the purpose. We can blur the lines, but we should do so purposefully.

Engagement generates value

AN EXCHANGE

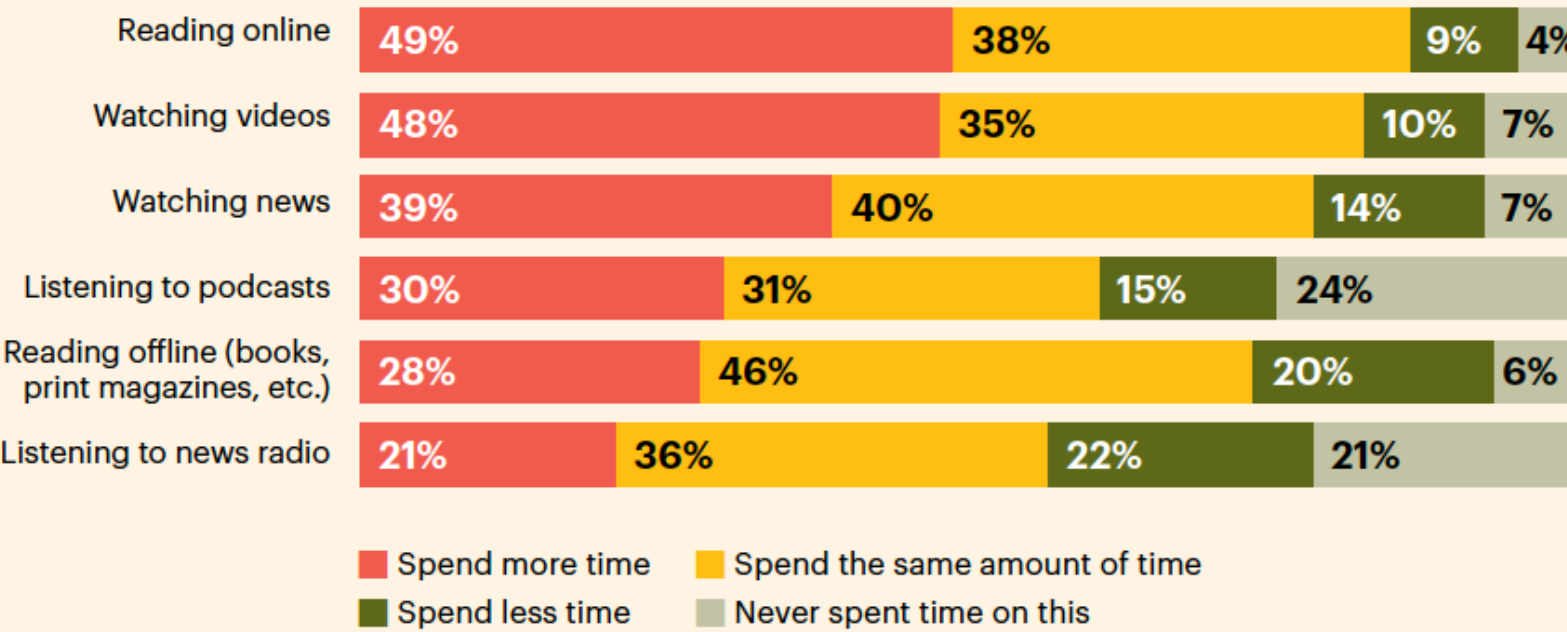
Consuming content helps brands understand intent and allows us to create better marketing, but it needs to be an equal value in return.

Solve a real problem

VALUABLE

When in doubt, solve a challenge within the buyer journey, provide hard to find information, document an approach, offer another perspective, or share news.

Spending more time engaging online



Top 5 content types relied upon at each stage of the purchase process

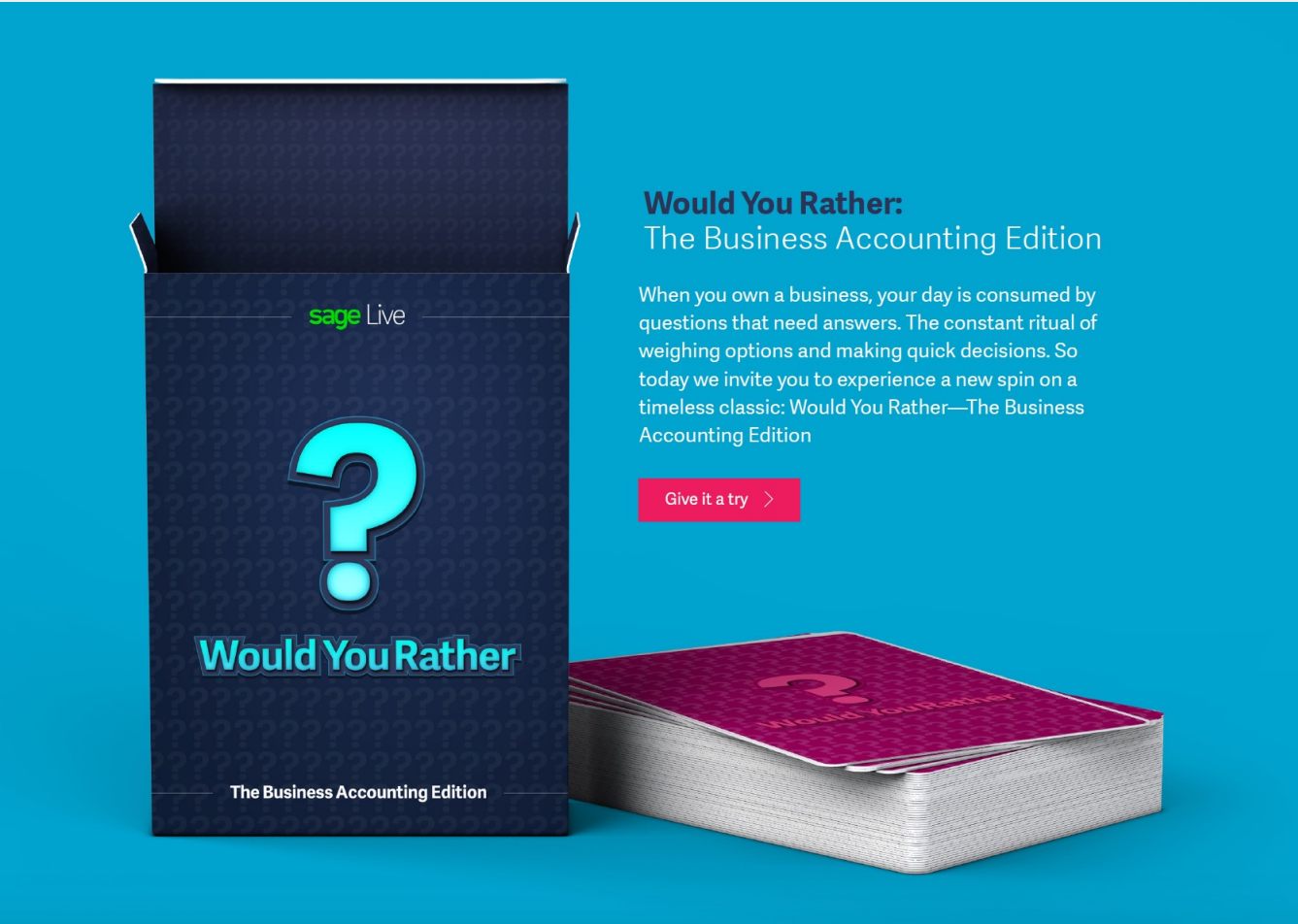
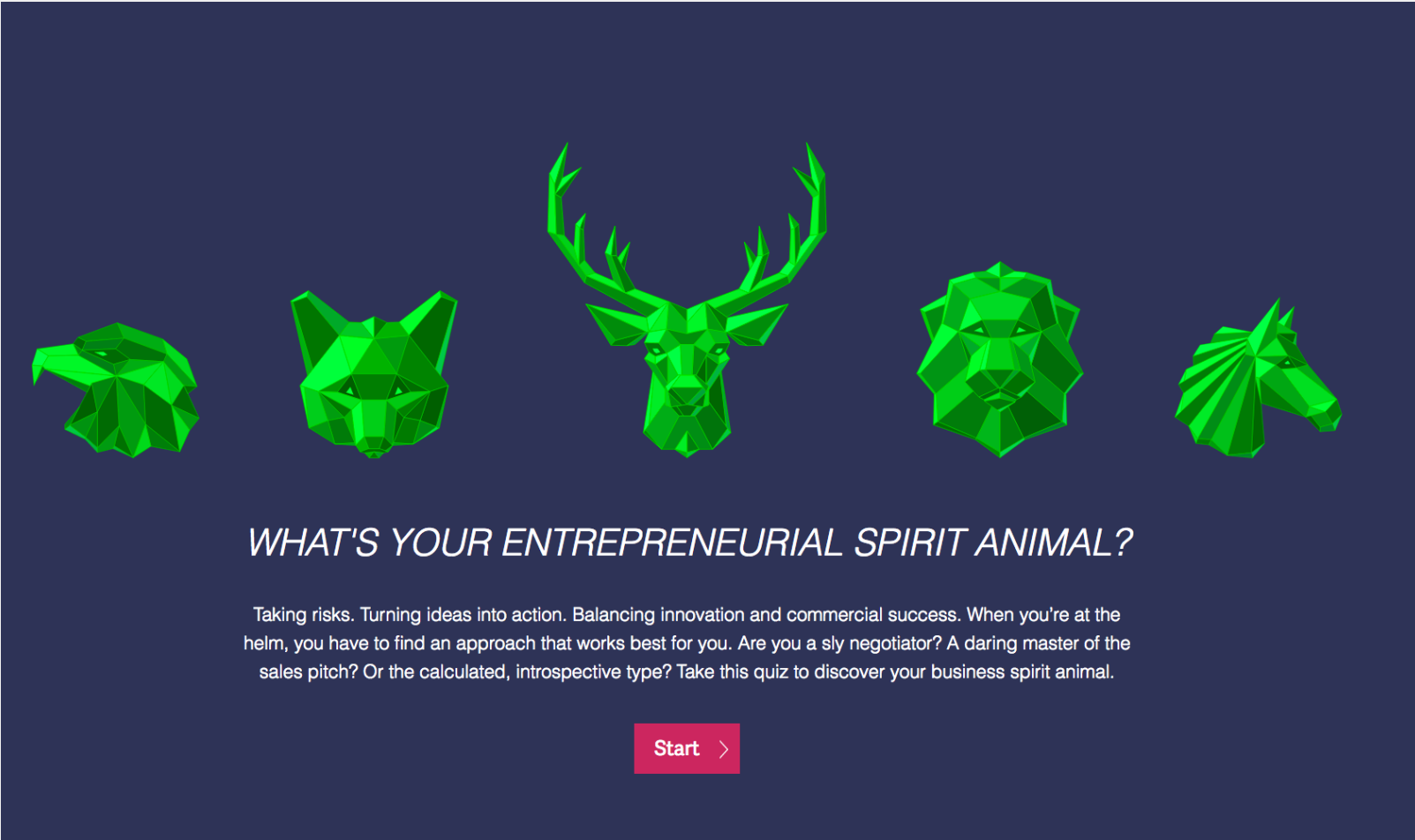
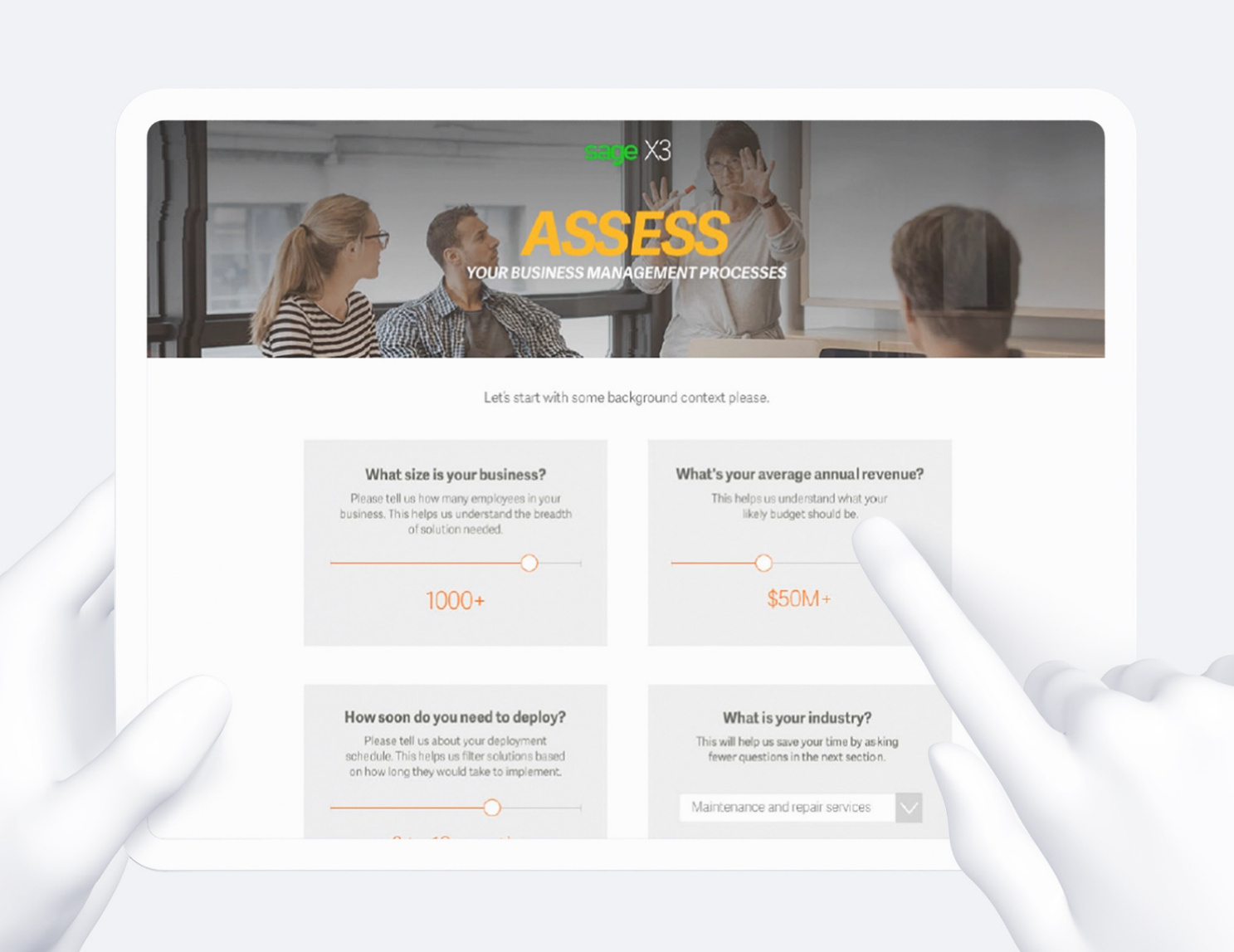
Determine the business need	Determine technical requirements	Evaluate products and services	Recommend and select vendors	Sell internally	Approve and authorize purchase	Post-sales engagement
- Technology news - Analyst research - Feature article about trends strategies, management - Case studies - Product testing, reviews and opinions - Product demo and product literature	- Product testing, reviews and opinions - Product demo and product literature - Technology news - Vendor presentations - Analyst research	- Product testing, reviews and opinions - Product demo and product literature - Analyst research - Vendor presentations - Peer presentations - Technology news	- Product testing, reviews and opinions - Product demo and product literature - Analyst research - Vendor presentations - Interviews with technology experts	- Product demo and product literature - Analyst research - Product testing, reviews and opinions - Vendor presentations - Case studies	- Product testing, reviews and opinions - Product demo and product literature - ROI tool, calculator, or other assessment tool - Analyst research - Case studies - Vendor presentations	- Product testing, reviews and opinions - Product demo and product literature - How-to content and information - Discussions in forums/online communities and social media - Vendor presentations

ENGAGING THROUGH RELEVANT EDUCATION AND ENTERTAINMENT

Buying decisions don't start with awareness of a brand. The best way to engage and create opportunity with audiences is to create value in their lives. Solve a real-world challenge they are experiencing or connect your offering to fundamental problems they are facing.



Moments of engagement

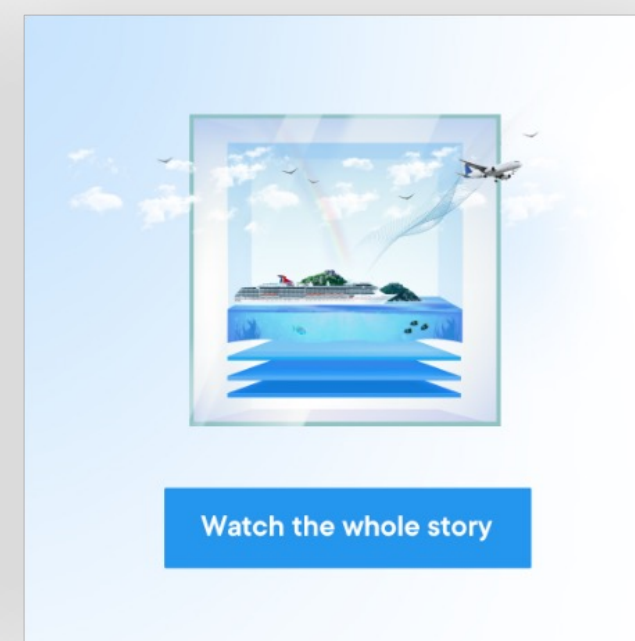
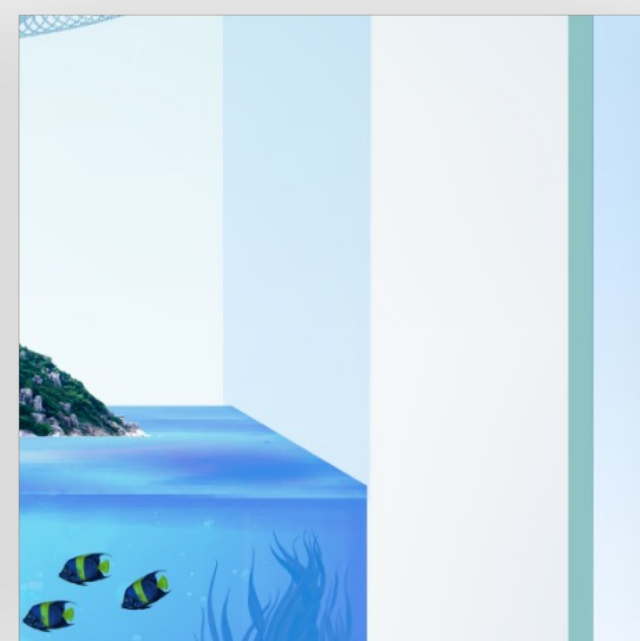
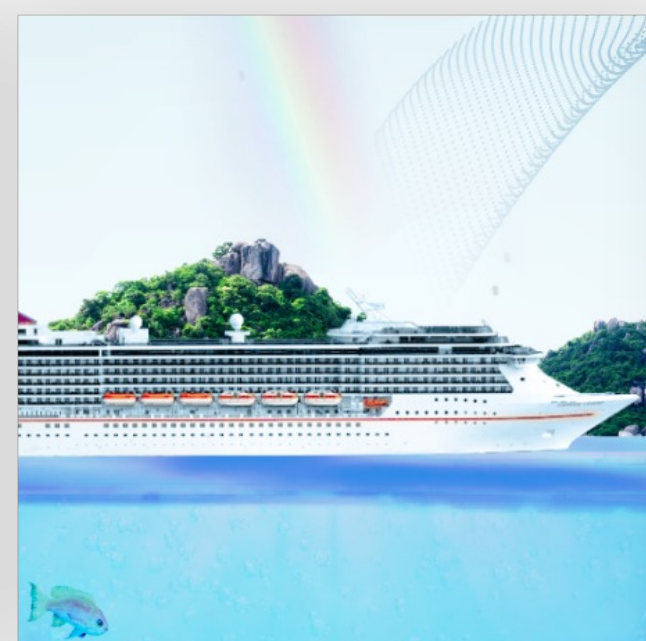
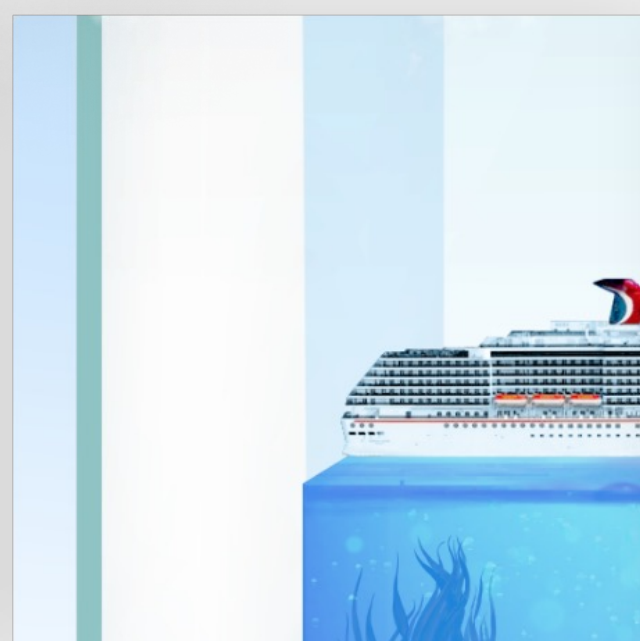
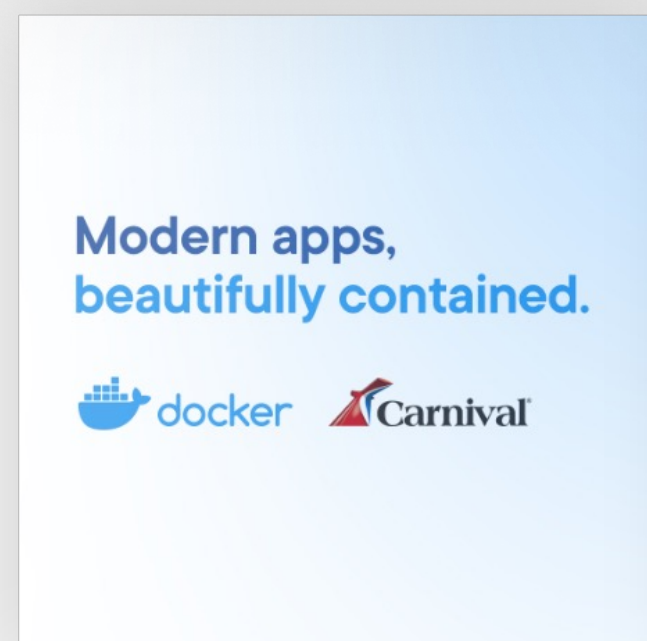
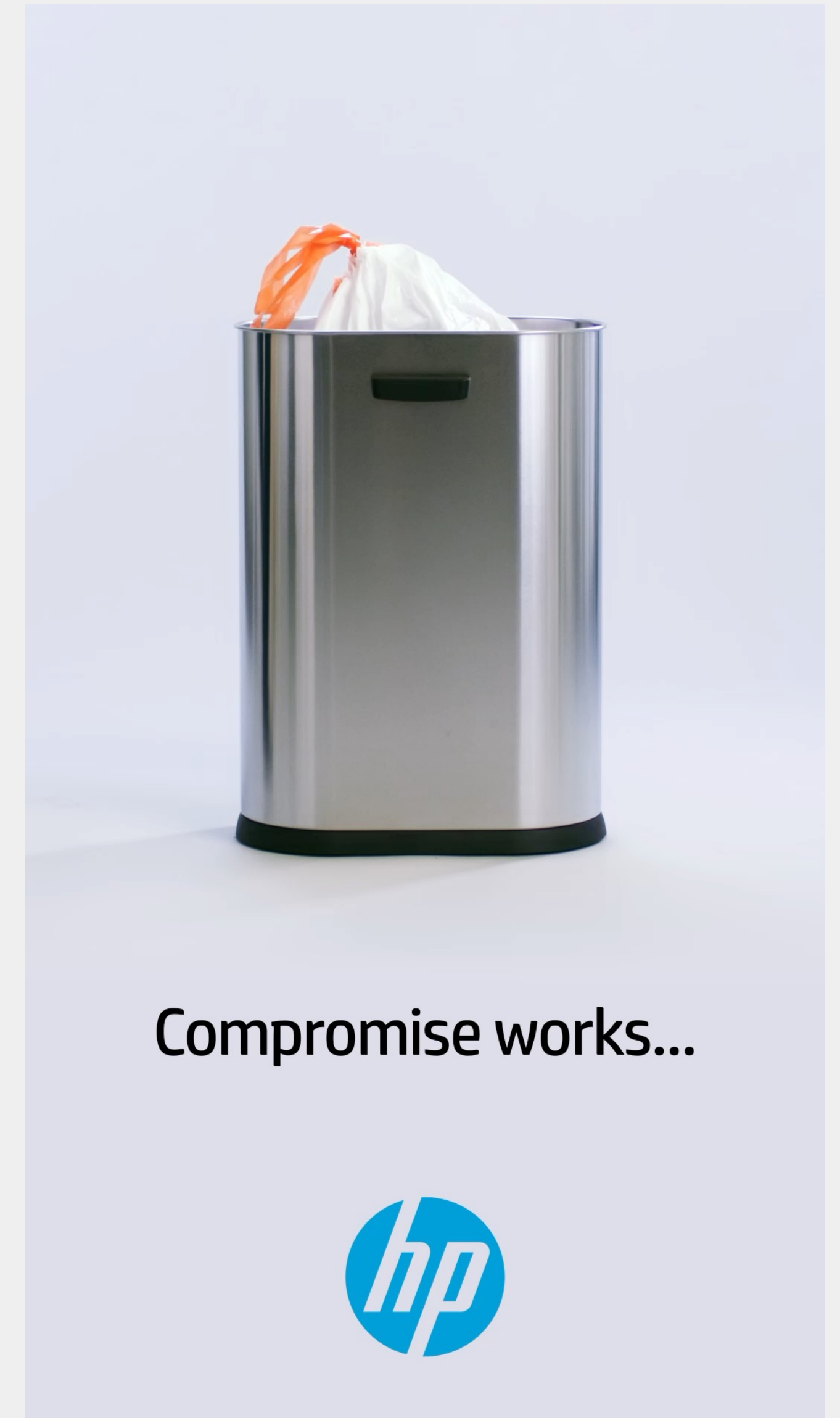
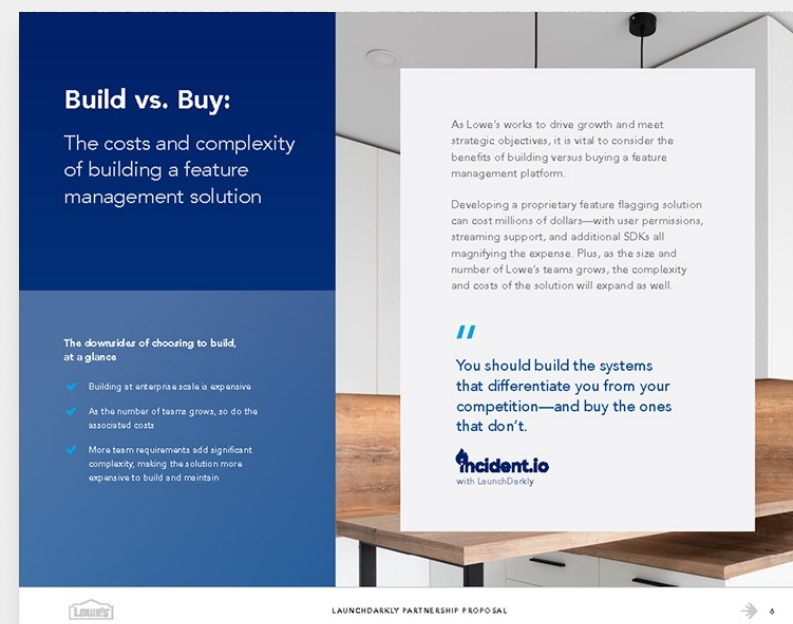
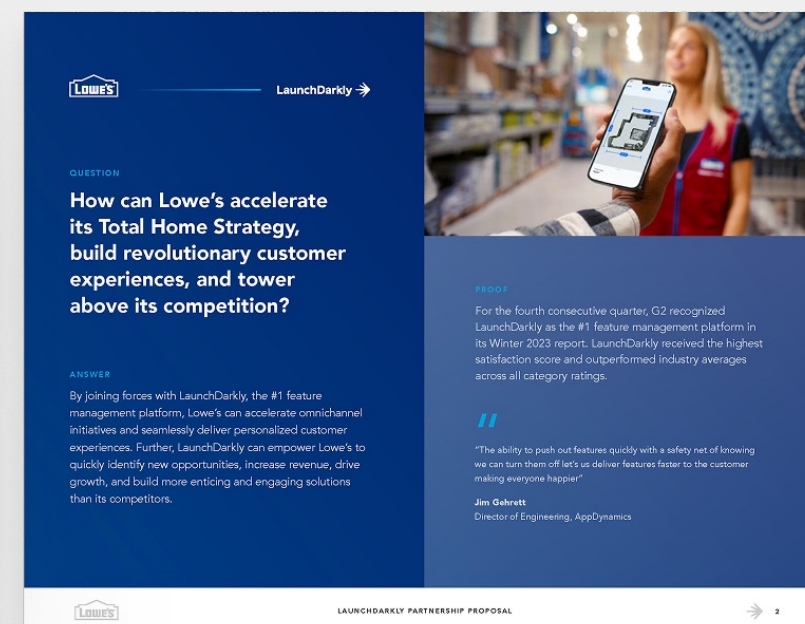
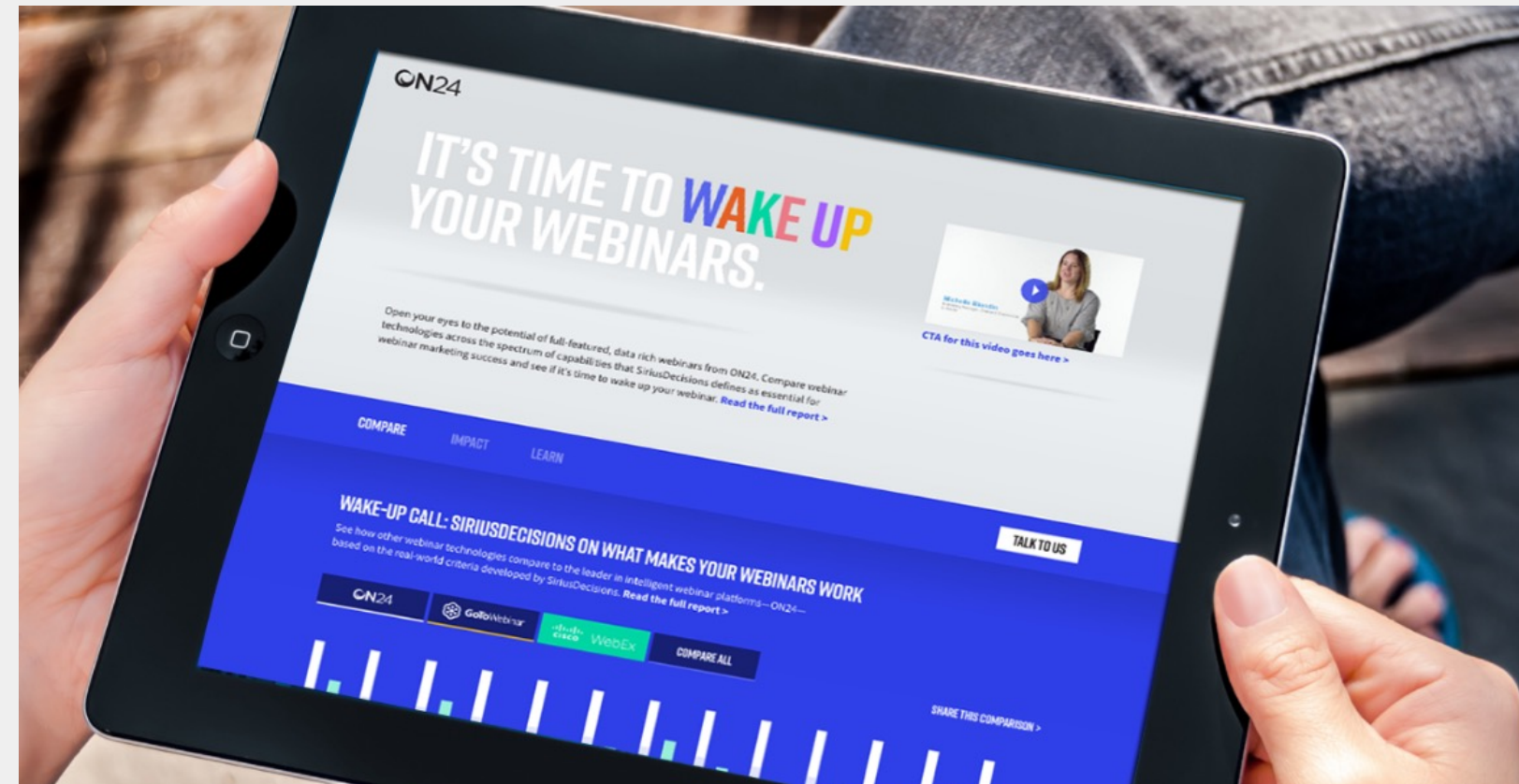
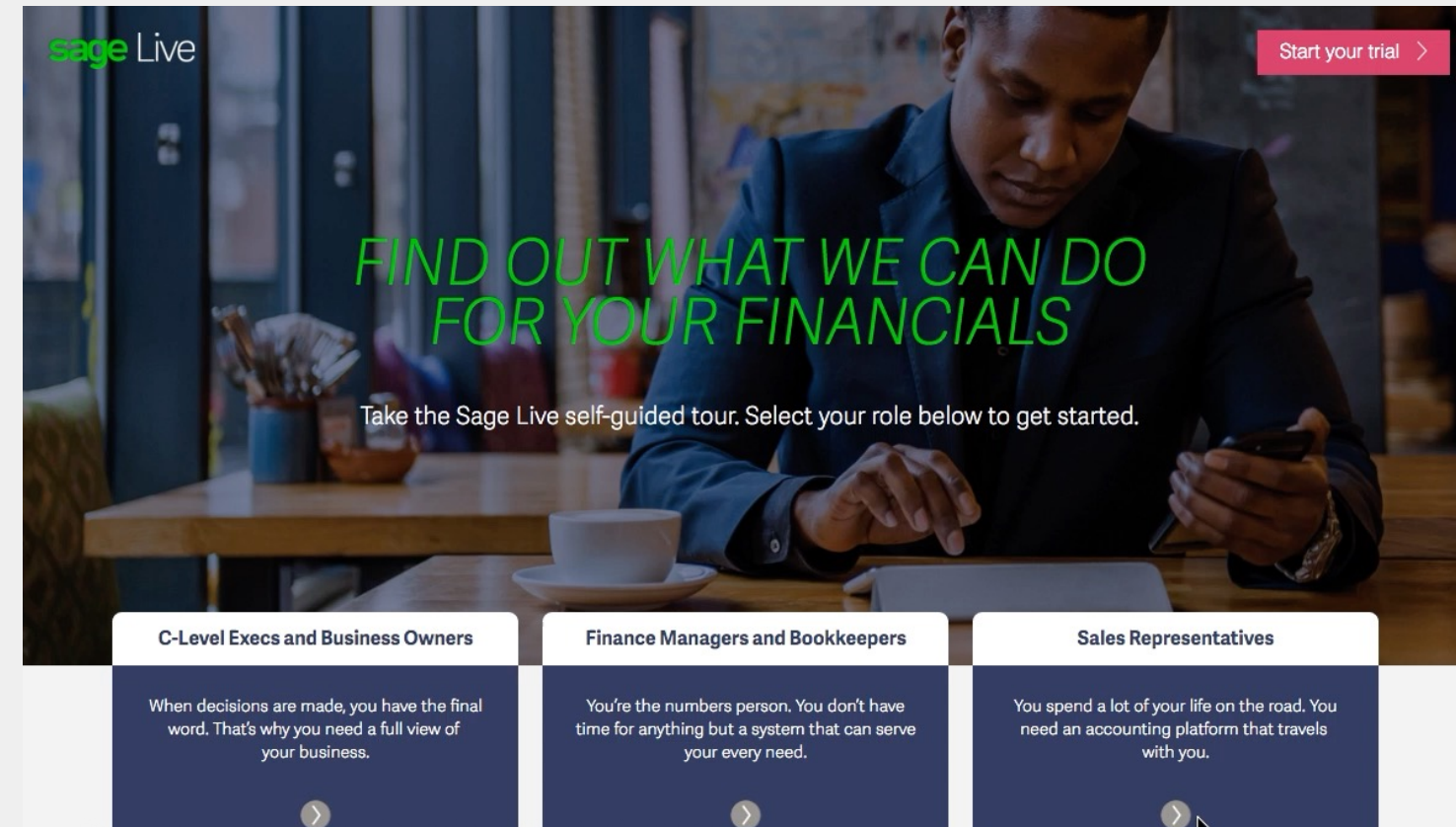


DIFFERENTIATING THROUGH THE EVALUATION

At any moment in time, just 10% of organizations are actively seeking to acquire new technology. When these prospects demonstrate intent to enter the active buying cycle, technology brands must be ready to assist them through the evaluation while differentiating their offerings from the alternatives.



Differentiation demonstrated



BUILDING UNSHAKEABLE CONSENSUS WITHIN BUYING GROUPS

From approver to blocker, budget holder to end user, B2B purchases involve a growing number of stakeholders. It's critical to consider each in outreach, messaging, and program development. We need to drive consensus to generate action.



The Machine Learning Journey

The path toward leveraging the
full power of ML technologies

Consensus building

Less secrecy, more visibility

“ Although **pay secrecy** remains the informal norm or formal policy for roughly half of all U.S. employees, companies are facing a crescendo of calls for greater pay transparency.”

— Harvard Business Review, February 2023

Find the most updated legislation tracking www.payscale.com/solutions/us-pay-transparency-legislation

Pay transparency laws enacted

Outcomes of the Pay Transparency Solution

01 Increasing confidence in public salary ranges

02 Improving the effectiveness of internal pay comms

03 Achieving and maintaining pay equity

04 Guiding the journey and accelerating objectives

01

Increasing confidence in public salary ranges

- Create a compensation philosophy that informs your fair-pay decisions with credible and timely employee- and employer-reported data.
- Develop standardized, scalable pay structures that drive your talent strategies.

04

Guiding the journey and accelerating objectives

Step 1
Technical Implementation
Weeks 1 - 6

Step 2
Compensation Strategy & Structure Development
Weeks 4 - 16

Step 3
Organizational Communications
Weeks 17 - 24

- Project Kickoff
- Knowledge Transfer & Data Collection
- Data Load & Review
- Product Training
- Graduation

- Compensation Strategy & Market Analysis
- Job Pricing
- Structure Modeling & Creation

- Compensation Philosophy Document
- Manager Best Practice Training

MANUFACTURING & INDUSTRIAL Battle card

Date last modified: 9/1/2023

MANUFACTURING & INDUSTRIAL BATTLE CARD

Challenges & key concepts

Common customer challenges

Today's consumers want personalized products and services, and they want them now.

Manufacturers must recognize the need for new technologies to meet these customer demands and get to market faster. Additionally, manufacturers need to innovate to remain competitive—to build products faster, better, and cheaper.

The pandemic and economic environment have added significant pressure to keep production and supply chains moving to meet demand, creating a renewed emphasis on business agility and digital maturity.

To kick-start their digital transformation journey, manufacturers look to extract insights from their data and deliver new business outcomes. This is now possible with cloud tools and technologies such as data lakes, the Internet of Things (IoT), artificial intelligence (AI), and machine learning (ML).

The fundamental challenges to transformation include data capture, the complexity of building advanced software to analyze and act on data, and finding skilled data scientists and developers who can build intelligent applications.

Manufacturers are increasingly looking for faster, simpler ways to capture and manage data from their processes and apply new technologies like ML and robotics without lengthy development times or needing specialized ML expertise.

As they make this transition to the cloud, manufacturers are looking for an innovation leader, like AWS, to help them accelerate and simplify their digital transformation—enabling them to optimize operations and build more intelligent, connected, and sustainable products and services.

Key concepts to understand

Industrial IoT (IIOT)	Refers to the use of IoT in industrial sectors and applications to enable new levels of automation, optimization, and smart manufacturing. It involves using sensors and actuators connected to a network to collect, send, and receive data, which can be analyzed to improve operations and make smarter business decisions.
Industrial Automation	Refers to using various control systems for operating equipment in manufacturing plants, factories, or other industrial settings. This includes machinery, factory processes, boilers, switching on telephone networks, and the steering and stabilization of ships, aircraft, and other applications. Automation employs a range of smart devices to execute tasks without significant human intervention.
Smart Factory	Refers to a highly digitized and connected production facility that employs technologies such as IoT, big data analytics, AI, and advanced robotics to enable self-monitoring, analysis, and control of machines and entire production processes. The goal is to create a more flexible and adaptive manufacturing environment that can automatically optimize production processes and make decisions on its own.
Digital Transformation	Refers to integrating digital technology into all areas of a business or organization, resulting in fundamental changes to how it operates and delivers value to its customers. This often involves encouraging organizations to continually challenge the status quo, experiment, and be comfortable with failure. It's not just about technology; it's also about reshaping how a business operates and delivers value.
Industrial Sustainability	Refers to the processes and strategies that industries adopt to manage resources efficiently, reduce environmental footprints, and enact practices that benefit not just the business but society and the environment as well. This involves adopting cleaner, more efficient technologies and processes, improving waste management, reducing emissions, using renewable energy sources, and designing products that are sustainably produced and can be recycled or reused.
Supply Chain Resiliency	Refers to a supply chain's ability to respond and recover quickly to disruptions while maintaining its operational and financial performance. It involves a comprehensive approach to risk management that includes identifying potential risks, monitoring them, and developing strategies to mitigate them when disruptions occur. This may include diversifying suppliers, increasing inventory, re-evaluating the supplier base, and other designs that make the supply chain more flexible and agile.

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3

Learn how Sage X3 drives end-to-end visibility

View in the browser

End-to-end visibility drives better decisions. Enlightened organizations work different.

Reduce process-cycle times by up to 75%—all while tracking operations, inventory, sales, and financial data. Discover a world of decision making based on up-to-date data from your own self-service reporting tools. [Read our article](#) on how Sage X3 can help you make smarter decisions on demand.

**Analytical collaboration: The whole is greater than the sum of its parts." The Aberdeen Report.

Learn how Sage X3 helps businesses grow smarter

View in the browser

Rapid growth doesn't mean more complexity. Faster businesses work different.

Companies in your industry are investing in cloud-based business management solutions like Sage X3. Why now? Up to 70% of those companies report being able to reinvest savings from cloud technologies back into the business." Get all the facts in our [informative infographic](#): "Growing faster, without getting bigger."

**Small and midsize businesses cloud trust study: US study results. "comScore Inc for Microsoft Trustworthy Computing, June 2013. [reva.microsoft.com/download/presskit/security/bsca/bscaenq13us.pdf](#)

Learn how Sage X3 simplifies regulatory compliance

View in the browser

Take back control of your performance data. Decisive organizations work different.

Staying compliant means managing your entire business from a single instance of data. Sage X3 helps you eliminate inconsistencies and streamline end-to-end operations. It's never been easier to take back control. You really can enhance compliance while you simplify financial processes. [Read the article](#).

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Technology Advisors for Public Sector

Client Name

Roger Hamshaw
February 3, 2025

Challenges we hear from Public Sector

On

The Trusted Partner in Public Safety

Client Name

Roger Hamshaw
February 3, 2025

The pressure to do more with less is immense

178

officers per 100,000 population, down almost 2% from 2022 and the lowest level since 1970¹

11.6

million calls annually,¹ highlighting the persistent demand for effective responses

¹Source: Police Resources in Canada, 2023, Statistics Canada

On

Classification: Internal

TOUCHING ON ABM



ABM ENGINE: THE APRIL SIX FLYWHEEL

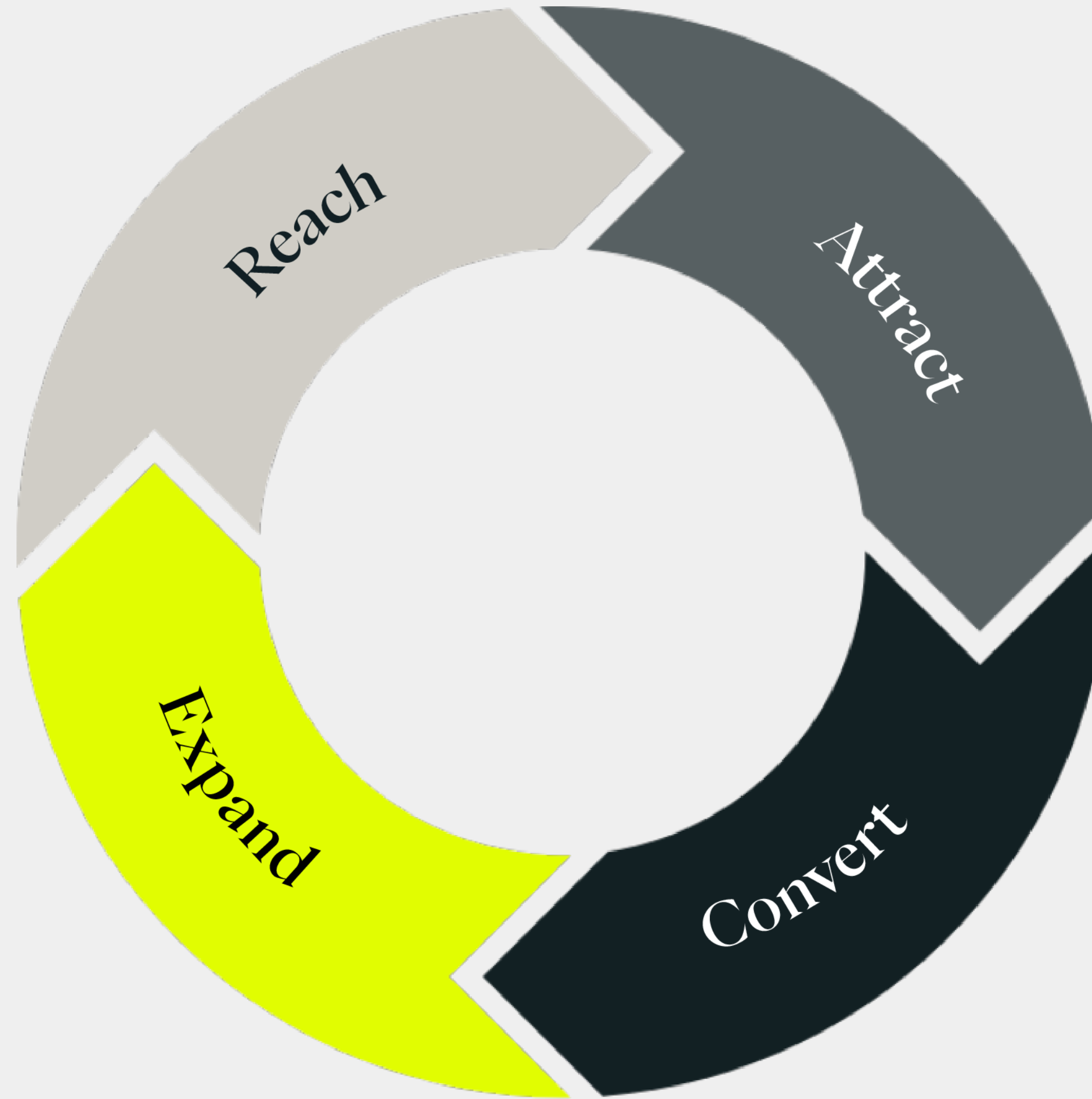
Continuously rotating to achieve the 4 objectives account-based growth

1. REACH

Connect and provide air cover to build relevancy within accounts. Includes both new buying groups in existing accounts and the initial marketing contact with net-new accounts.

4. EXPAND

Personalize the account onboarding, excel with product/service, and incentivize advocacy to fuel extended reach, cross sell, and upsell.



2. ATTRACT

Entice intent-rich accounts or hand raisers to make meaningful contact with the brand. As measured by account engagement, align to solution areas to account behaviors.

3. CONVERT

Build credibility within the account, broaden contact knowledge in the buying group, build consensus across the buying team, and convert the sale.

SEGMENTS

True ABM starts with identifying ideal customer profiles to build meaningful segments that can be activated. These can be static built from internal data and insight or dynamic based on external intent trends and engagements.

ACCOUNT INSIGHTS

While we select accounts based on their value to the brand, we go-to-market biased for resonance with the audience. The best ABM programs are tailored to insights around your account segments, industry, tech footprint, or similar.

CREATIVITY IN YOUR ABM

It's easy to get lost in the technology. It's crucial, but a creative angle, relevant messaging, and valuable content is critical to helping you stand out in the crowd.

ALIGNMENT

Commitment from sales and marketing teams around the new go-to-market motion



GTM APPROACH

Agreement on ICPs, clustering of accounts, and target account lists



UNIQUE WAY IN

Identification of account insights based on customer behaviors and experience



PERSONALIZATION

Customized programs, designed as a series of marketing and sales “plays”

PEOPLE

Approaching this ask requires a multi-threaded response. We're bringing our people and expertise to simultaneously build the foundational components of the 1:few programs while training team members to deliver and deploy future iterations.

PROCESS

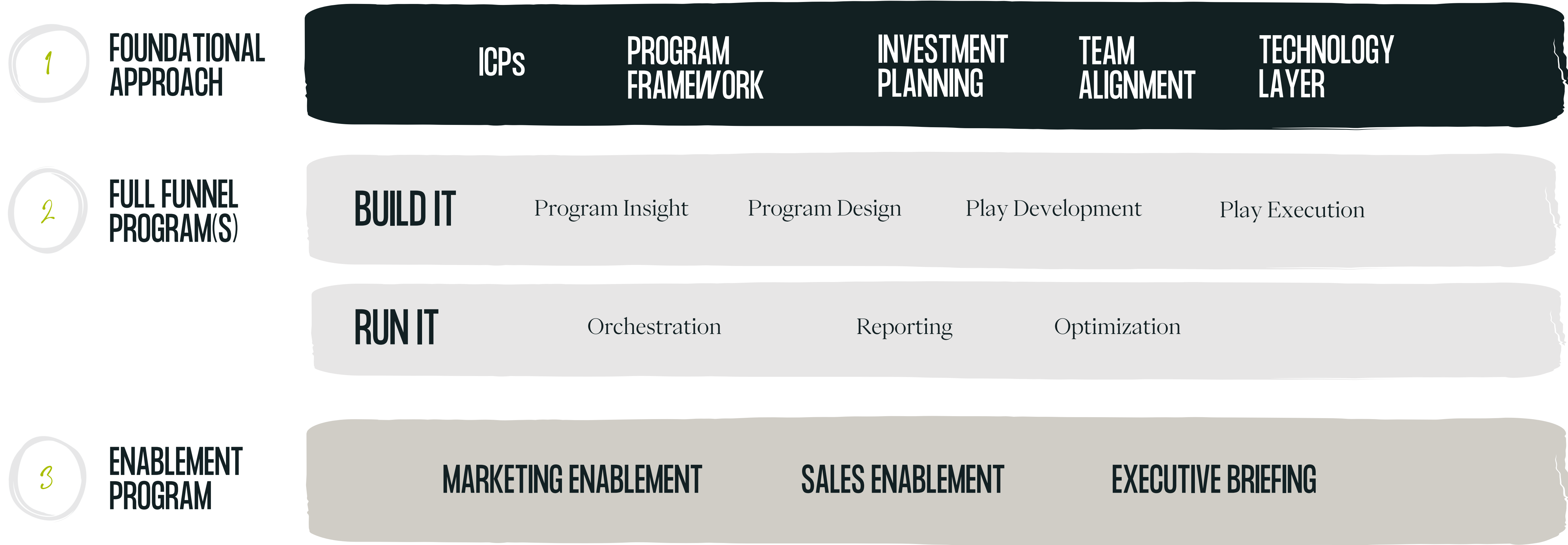
We will bring our best practice knowledge; however, we appreciate that they must apply to your existing structures. We will codify the steps while modeling best practices for your organization.

TECHNOLOGY

Modern-marketing requires a technology-enabled team, especially for ABM. We need our technology foundation to function for insight gathering, dynamic account segmentation, orchestration, personalization, and reporting.

HOW WE WORK WITH CLIENTS

Continuously rotating to achieve the 4 objectives account-based growth





A TAILOR-MADE PROPOSAL ON HOW LOWE'S CAN:

Build Revolutionary Customer Experiences Cost-Effectively and at Scale

Discover the power of
feature management



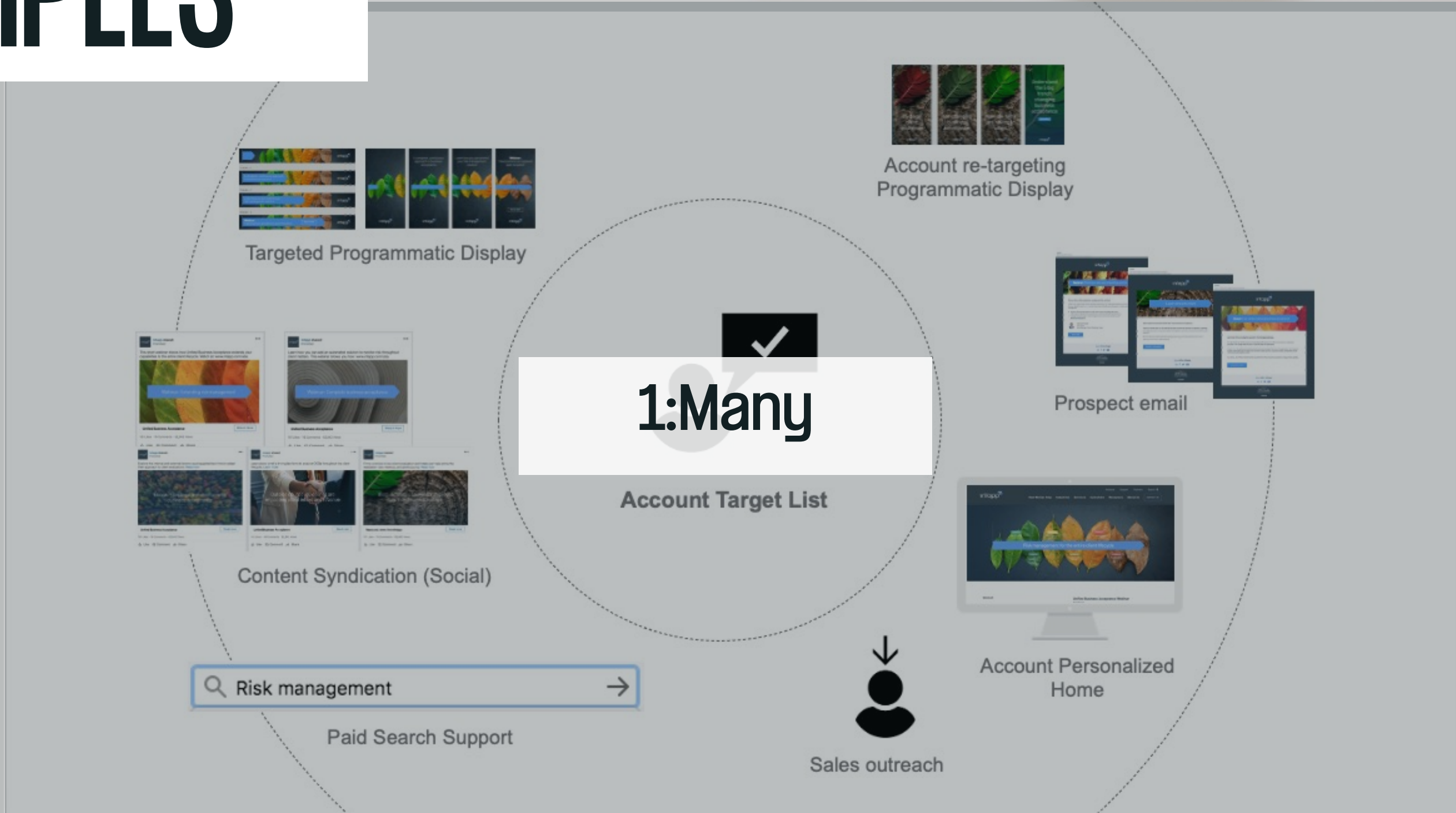
1:Few



EXAMPLES

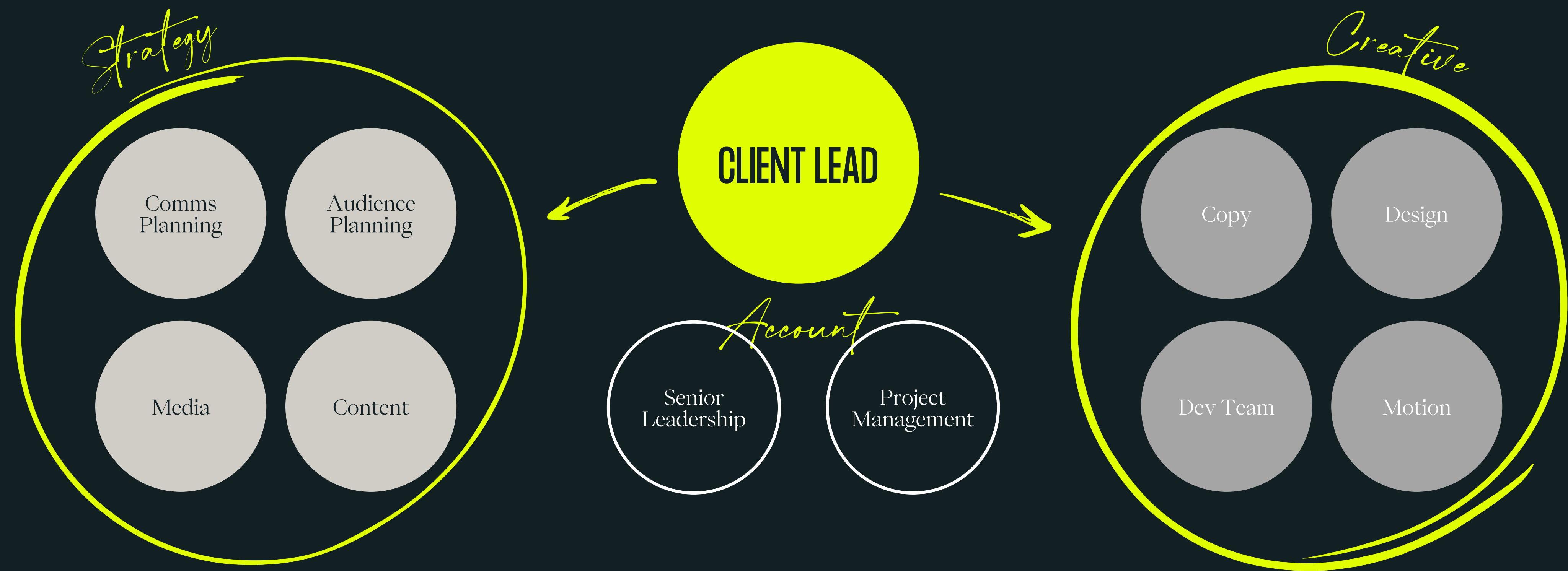


1:Many



1:Many

WORKING WITH APRIL SIX



Your Client Lead serves as a conductor and conduit, orchestrating and connecting all projects and resources.

COLLABORATIVE

We believe in working with our clients, collaborating on the work, and engaging early and often to avoid the “big reveal” or “black box” so common in agencies.

AGILE & ADAPTIVE

We work with fast moving companies in innovative industries. Pivots happen and we have become experts in adaptability when it’s needed yet will not be slow to challenge decisions.

DATA—DRIVEN

We utilize real insights and testing with stakeholders to remove subjectivity and create impactful and engaging creative work.

DISCUSSION

YOU

THANK