

Channel Account Managers Drive Sales for AdTran



AdTran needs to activate and manage resellers in their partner channel. They ask MarketStar to manage hundreds of channel partners who sell telecommunications networking and internetworking equipment.

MarketStar inside Channel Account Managers (iCAMs) engage with North American channel partners to increase sales through deal registrations, technical support, and distribution relationship support. iCAMs also support AdTran's field sales teams across North America for deals larger than \$35K and provide follow up until deals close.



- **iCAMs drove over \$19M in revenue in 2016**
- **Team covers over 600 active partners**
- **Increased averaged deal size by 40% for Focus Partners in Q4 of 2016**