

## Doherty Associates with Fortinet How does a tech partner secure £140k in new business?

**136**

new leads  
generated

Doherty Associates are experts in managing and securing cloud services. As innovators in their field, they proudly partner with cutting-edge cyber security product providers. Organisations such as Fortinet.

**£140k**

business won

With such a powerful relationship to build on, Doherty engaged FYAMI to help make more of the offering – to increase lead generations and sales of Fortinet products. We were happy to oblige.





## Doherty Associates with Fortinet

### How does a tech partner secure £140k in new business?

#### Full capacity event at the Gherkin

#### Partner of the Year Award

### Faye and FYAMI made a dramatic difference, contributing heavily to Doherty Associates' achievement of Fortinet Partner of the Year

**Stephen**  
Channel Account Manager,  
Fortinet

#### Securing new leads

Working closely with the sales team at Doherty and Fortinet, we quickly identified the channels we would exploit to deliver a fully integrated demand generation campaign. Fortinet also provided vendor funding to support the drive.

The plan we devised focussed both on key digital activity including content creation and a physical event, drawing on our experience in the cyber security and tech spaces. The campaign messaging focused on the increased risk of cyber threats and breaches – and the catastrophic impact that can have on cost and reputation.

#### Influencing in-person

To back up the digital activity, we planned and hosted a cyber security event – Mitigating Risk in the Modern Workplace. After promoting the event with LinkedIn, emails and phone calls, we drove traffic to a landing page to raise awareness and encourage attendance.

Taking place in the prestigious surroundings of the Gherkin, the event covered key themes including the biggest cyber-security threats to modern businesses and the role

cloud technology has to play in mitigating risk. And its impact was impressive.

#### Partner of the Year

Thanks to a truly collaborative effort with their sales and tech teams, Doherty has achieved some amazing results:

The event itself achieved an 89% turn-up rate, with over 40 attendees filling the room to capacity. Of these leads, 35 were potential new clients for Doherty. While the activity surrounding the event created 80 potential leads.

To date, the integrated campaign has generated 136 new leads. Activity that has helped to win £140k in new business, with £105k in open pipeline – creating the potential for £245k in total.

Fortinet were so pleased with Doherty's efforts, both on this and previous campaigns, that they upgraded them from a silver partner to gold. An accolade that resulted in them being named Fortinet Partner of the Year.