

European Channel Enablement email - Global IT Vendor:

The client has a significant channel base, and regularly assists its marketing efforts by providing emails, postcards, landing pages etc that can be updated to include the partners details, logo, links etc. This is one of dozens of emails that I wrote for their channel partners to use.

Many were also translated into: German, Spanish, Italian and French.

Subject line: **Why not make your life a little simpler?**

All too often, increased network complexity and operating costs are seen as a necessary evil when developing your IT infrastructure.

It's time to change all that.

[Company name] Ethernet Switches are designed to deliver:

- **Simplicity**
Reduced infrastructure complexity and [product name] across all [company name] platforms leave you free to focus on your business.
- **Reliability**
Industry proven [company name] technology guarantees you the same levels of service demanded by the world's largest service provider networks.
- **Security**
Integrated security features defend your network against malicious, sophisticated attacks.
- **Affordability**
Pay-as-you-grow architecture, lower power / space / cooling requirements, [product name], and unified management tools all mean you'll have more of your budget left over to spend how you really want to.

With the [product name], you can deploy a cost-effective switching solution that delivers the high availability, unified communications, integrated security and operational excellence that you need today, whilst providing a platform for the requirements of tomorrow.

A Sample of Charles Hogge's Portfolio
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Discover more about how the [product name] fits into [product name], [product name] and [product name] at [company website].

To learn more about how you can harness the power of your network and make it work for you, visit <reseller's url> or call us for a free consultation on <reseller's phone number>.

