

## TESTIMONIAL

# Delivering measurable value

Hans Kramer, former chief brand evangelist for AnywhereNow (formerly Anywhere365), provides an insight into the contact centre platform provider's role as a *Technology Record* publishing partner

"Working together with *Technology Record* team helps us in three ways: the editorial team knows how to address Microsoft-centric buyers using our unique perspective, the way the magazine is distributed puts our brand in front of companies that are fully invested in Microsoft technology, and the partnership has resulted in a significant share of our inbound solution demonstration requests. We know this because 14 per cent of our inbound sales qualified leads mention 'Technology Record', 'Microsoft magazine' or 'article in magazine' as the source where they first heard about us.

Our account manager has never tried to just sell us pages; he focuses on delivering real value and

treats us as a partner rather than as a cash cow. This is very different from many of the experiences I've had with other media outlets. Meanwhile, the editorial team takes a skilled journalistic approach, remaining strict in what it can and cannot publish to ensure the integrity of the publication for readers, while also finding ways to make our stories stand out. The publication also gives us a unique opportunity to reach the decision makers at Microsoft-centric organisations.

The main benefits have been the sense of true partnership, the care for our success and seeing the positive results in terms of self-reported attribution by our high-intent sales leads."

To find out more about partnership and sponsorship opportunities with *Technology Record*, visit [www.technologyrecord.com/partnerzone](http://www.technologyrecord.com/partnerzone).

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**Hans Kramer**  
Former Chief Brand Evangelist  
AnywhereNow

