6CONNEX | SONICWALL

SONICWALL'S SALES KICK-OFF TAKES A VIRTUAL LEAP WITH 6CONNEX



THE BACKGROUND

SonicWall, a global cyber security company, needed an efficient way to host their Sales Kick-Off (SKO) event. It had to be easily accessible to a global team and highly engaging, without adding additional costs. They turned to the 6Connex virtual environment platform for a cost-effective solution that allowed SonicWall to get their product training out quickly and easily, with the same excitement as a physical event.



THE APPROACH

Using 6Connex's innovative and highly-configurable platform, SonicWall took their latest SKO to the virtual world, facilitating live webcasts and Q&A "Hot Topic" sessions, along with a robust library of informational resources throughout the exhibit hall.

An Executive Lounge created a unique environment where the product and leadership teams were readily available for questions directly from the sales team and a Video Wall provided direct access to key content.

SonicWall maintained unity by requiring their global sales force to participate in the live sessions, ensuring that all reps were connected to the content and to each other.

THE RESULTS

The 6Connex virtual event platform enabled SonicWall to host a very successful live program, with

4,000+
webinar views

15,000+
content item views

7,000
visits to the product booths

6+ HOURS
average viewer attendance time

80%
savings over hosting a physical event

THE TAKEAWAYS

- SonicWall's sales force were able to log into the virtual SKO from their home offices, using their desktops, tablets or smartphones, to view content and connect with peers while viewing the latest security solution updates from the product management team.
- SonicWall was able to record the training content for valuable re-use, for both new employee training and channel partners.
- While some of the sales force were hesitant to participate in a virtual SKO because they preferred to connect face-to face, the virtual conference experience allowed for exceptional interactivity, responsive discussions and fluid communication.

> **"The return on our investment on the virtual platform far exceeded our initial expectations. We received a much richer, more dynamic experience well beyond what most were expecting from a standard webinar. It felt like we were all there."**
> - Chris Szarlacki, Director North America Channel Marketing

LEARN HOW 6CONNEX VIRTUAL EVENTS AND ENVIRONMENTS CAN HELP YOUR SALES TRAINING TAKE A LEAP FORWARD!

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