



MARTECH PROCESS AND PEOPLE

Humanizing the Journey to Channel
Transformation

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Is your company customer focused?

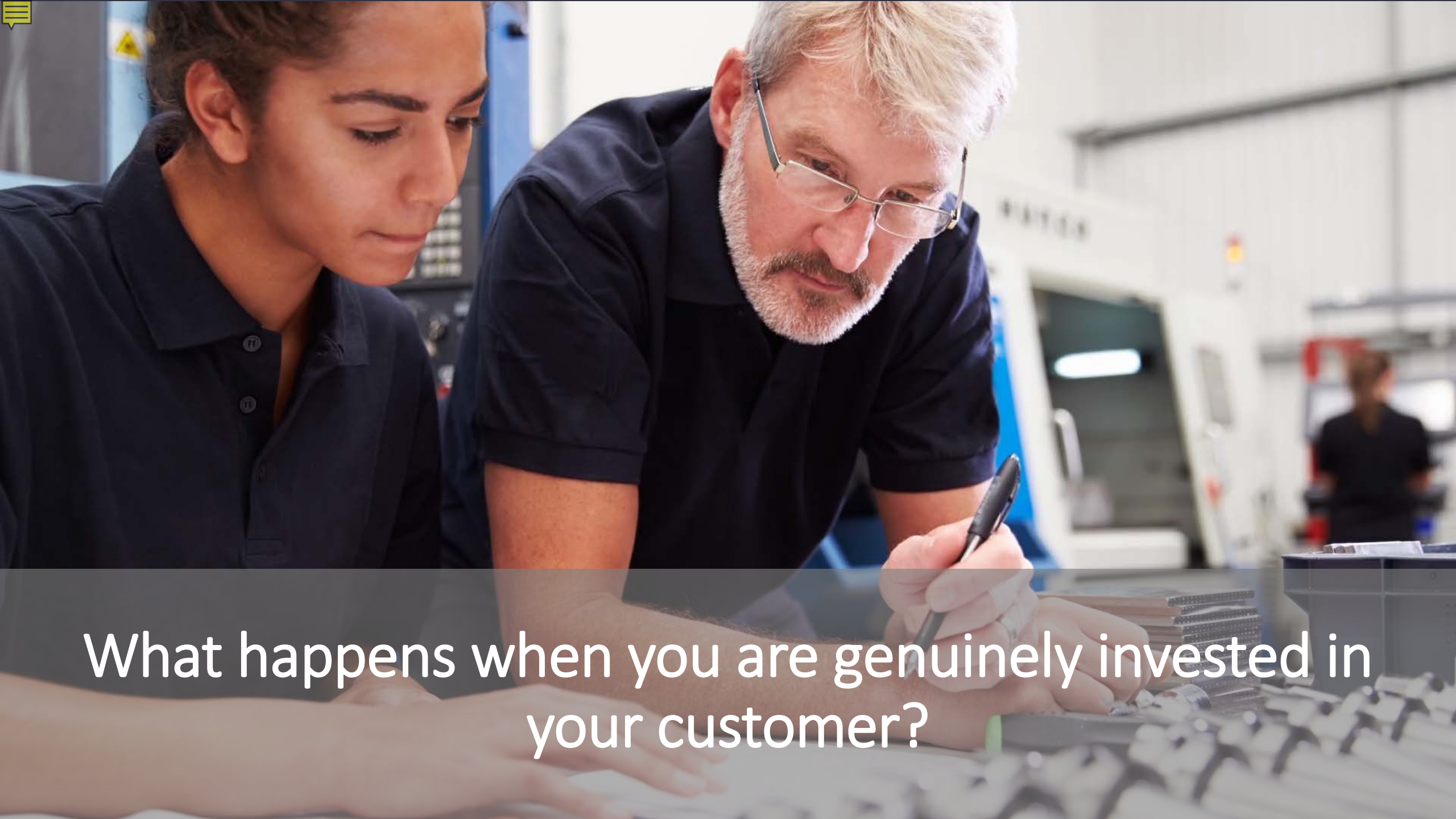


IR Ingersoll Rand



What does customer focus look like?

R90^h



What happens when you are genuinely invested in your customer?

Trust
Confidence
#mindshare



A man and a woman are standing next to a white Club Car golf cart on a golf course. The woman is sitting in the cart, and the man is standing behind her, holding her hand. They are both smiling and looking at each other. The background shows a green golf course with trees and a blue sky with clouds. The text is overlaid on the image in a white, sans-serif font.

Establish trust > build partner
confidence > gain partner mindshare
and 3x share of wallet



How do we get to this ideal state?

Use technology to automate work for internal and channel partner employees in order to free them up to engage in valuable human interactions with customers.

The background image shows a modern, multi-story office building with large glass windows. Several people are walking on a paved path in front of the building. A white golf cart is parked on the right side of the path. The scene is set outdoors with trees and a clear sky.

The real value and use of MarTech
and automated marketing process is
the humanizing potential

#automatetohumanize.



Arm Partners for Success



Lead Dashboard

At ARO, we define Leads as prospects who have engaged with us and submitted their contact information for follow-up. When you get a lead, it's time to reach out personally. Keep in mind, not all leads are sales ready - but when you reach out, you begin to develop a relationship with them for future business.

Below are the leads distributed to you from ARO. These leads come from a variety of sources such as AROzone, digital advertising campaigns, email campaigns, trade shows and events. Click on the Company name to review, edit and manage your leads.

Open Leads

Leads YTD

Won YTD

Won Value YTD

- ALL
- NEW
- OPEN
- WON
- CLOSED

Search

Date Created ▼

This Year ▼

Q

Company ▲	Contact	Status	Team Member	Created	Updated	Team Member Updated
AAA Mobile Boiler	Jared Lockhart	No Potential	Britni Lamontagne	01/14/2019	02/06/2019	02/06/2019
Abiomed	Andrew Gentile		A Sales Lead	02/17/2019	02/21/2019	

COLLECTION

[ALL ▾](#)
[ARO DIAPHRAGM PUMPS](#)

▸ [EXP Series](#)

[PRO Series](#)

[Specialty Pumps](#)

[Accessories](#)

ASSET TYPE

- ☐ Advertisements/Promotion
- ☐ Articles/Whitepapers
- ☐ Brochures
- ☐ CAD Drawings
- ☐ Case Studies
- ☐ Catalogs
- ☐ Flyer
- ☐ General Information Manuals
- ☐ Images



Sort: Newest ▾

99 asset(s) found

ARO Controller O... PDF



👁 4 📄 2 ➦ 0/0

Fluids AOD Collage JPG



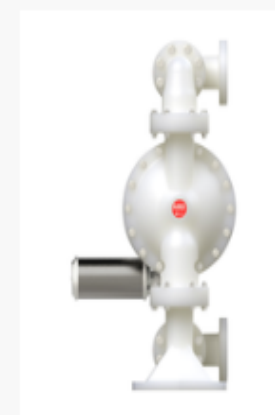
👁 9 📄 4 ➦ 0/0

EXP Pump Group TIF



👁 23 📄 5 ➦ 0/0

3 Inch Non-Metalli... JPG



👁 24 📄 8 ➦ 0/0

3 Inch Non-Metalli... JPG



3 Inch Non-Metalli... JPG



3 Inch Non-Metalli... JPG



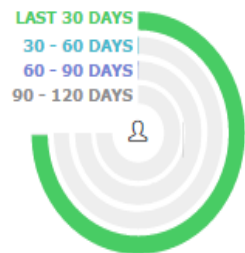
PD10X-XXX-XXX 1... PDF



PARTNER ENGAGEMENT

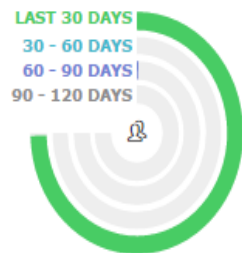
DASHBOARD • PARTNER ENGAGEMENT

ACTIVE USERS



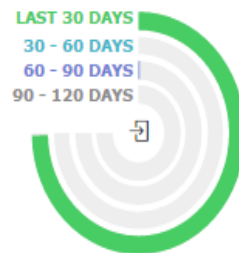
LAST 120	LAST 365	ALL TIME
485	485	485

ACTIVE ACCOUNTS



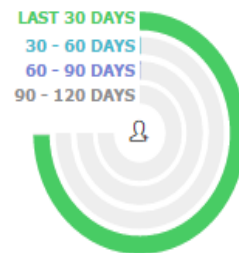
LAST 120	LAST 365	ALL TIME
191	192	192

NUMBER OF LOGINS



LAST 120	LAST 365	ALL TIME
218	218	218

NEW USERS



LAST 120	LAST 365	ALL TIME
490	490	490

SET DATE RANGE FOR ALL CHARTS BELOW

TOP 10 MOST ACTIVE ACCOUNTS by logins...

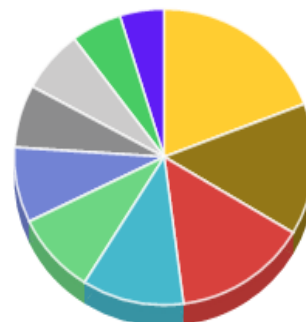
LAST 30 DAYS



FLUID HANDLING DYNAMICS	
AROPLUS UK LTD	
APD PUMPS & COMPRESSORS	
FUREY FILTER & PUMP	
LEE SUPPLY COMPANY INC	
TEXAS PROCESS EQUIPMENT CO	
PUMP SUPPLY INC	

MOST NEW PARTNERS by accounts...

LAST 30 DAYS





Structural Priorities



Brand
Strategy



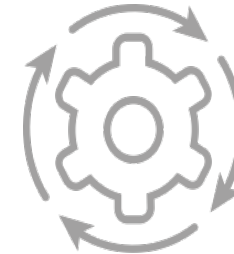
Demand
Generation



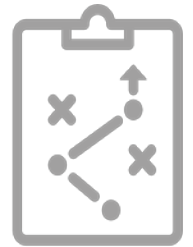
Digital
Marketing



Marketing
Analytics



MarTech and Ops



Marketing
Strategy

-
- Enterprise Marketing Team as Centers of Excellence
 - BU Marketing Teams
 - Marketing Leadership Council
 - Marketing Talent Acceleration

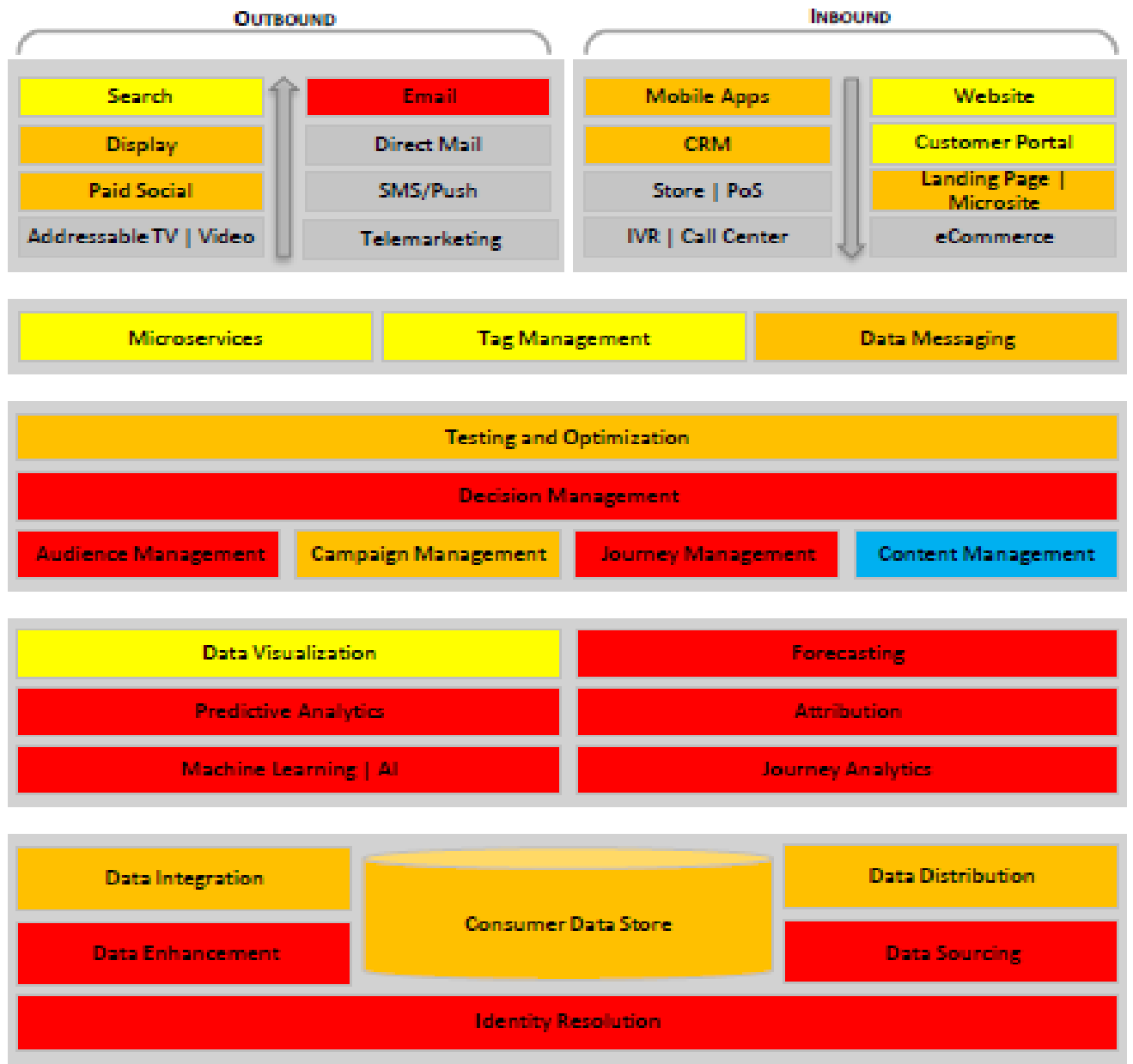


Process Priorities



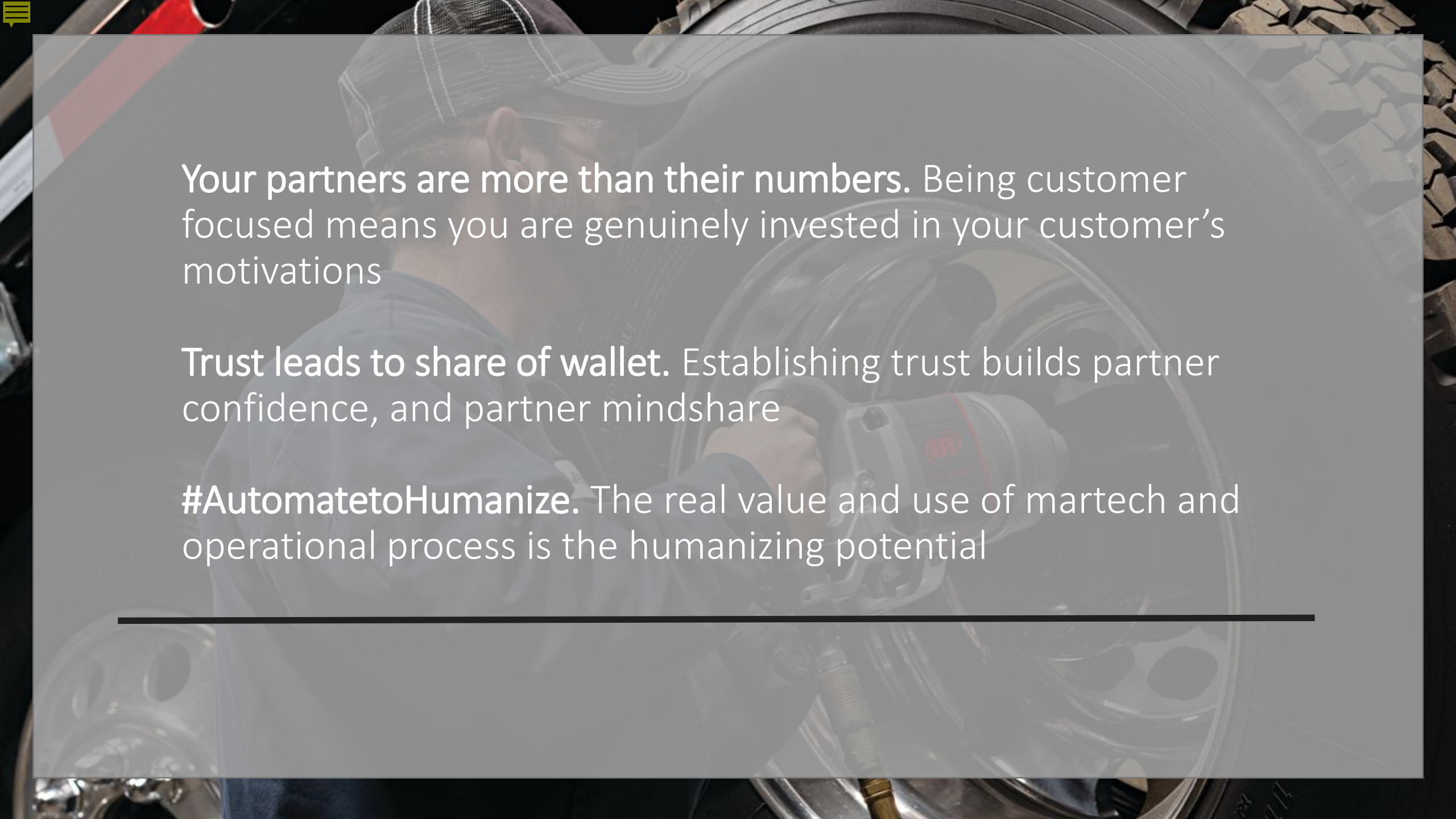
MarTech Priorities

Establish trust, build partner confidence, gain partner mindshare ... and 3x share of wallet





Automated processes lead to the
democratization of the customer
relationship.



Your partners are more than their numbers. Being customer focused means you are genuinely invested in your customer's motivations

Trust leads to share of wallet. Establishing trust builds partner confidence, and partner mindshare

#AutomatetoHumanize. The real value and use of martech and operational process is the humanizing potential



Ingersoll Rand®

THANK YOU