

## The Approach

### SonicWall's Online Sales Kick Off Takes A Virtual Leap

Using Communique's highly-configurable, cross-platform innovation, SonicWall took their latest SKO to the virtual world-facilitating live sessions and Q&A "hot topic" sessions along with a robust library of informational resources. SonicWall, which was recently sold to a private equity fund, wanted accessibility and efficient communication without additional costs. Communique's virtual platform provided a cost effective solution that allowed SonicWall to reach out to their global sales team.

“ We were able to use the momentum we created when we became an independent company, and keep it going with these 'hot topic' and live executive sessions during our virtual SKO – We could get our message out quickly, easily, and create the same excitement we would as if we hosted an event, without the stress and high dependency on our OPEX budget. ”

- Steve Pataky, SonicWall Vice President, Worldwide Sales

## Results / Takeaways

On the day of the live virtual event, SonicWall saw:

3,895

Webinar views

15,356

Content views

37%

Attended  
internationally

6h 54min

Average viewer  
attendance

6,990

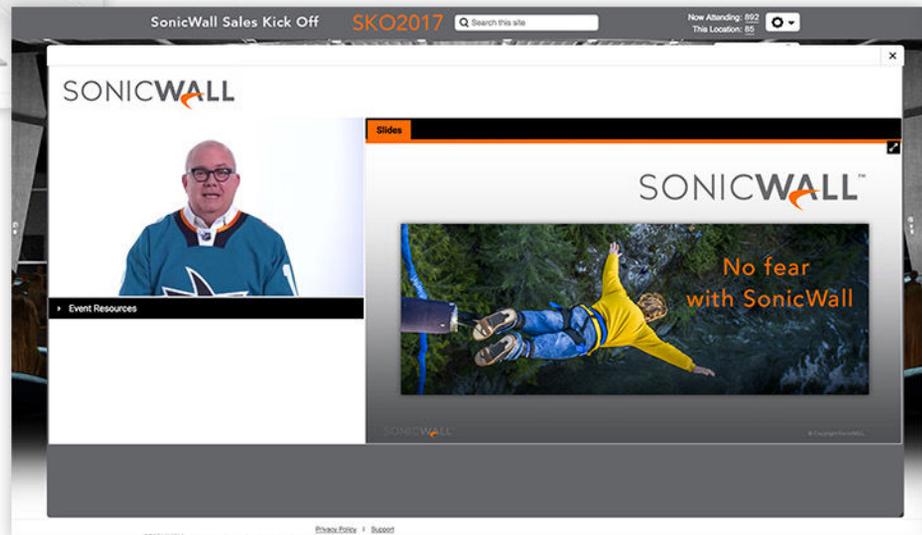
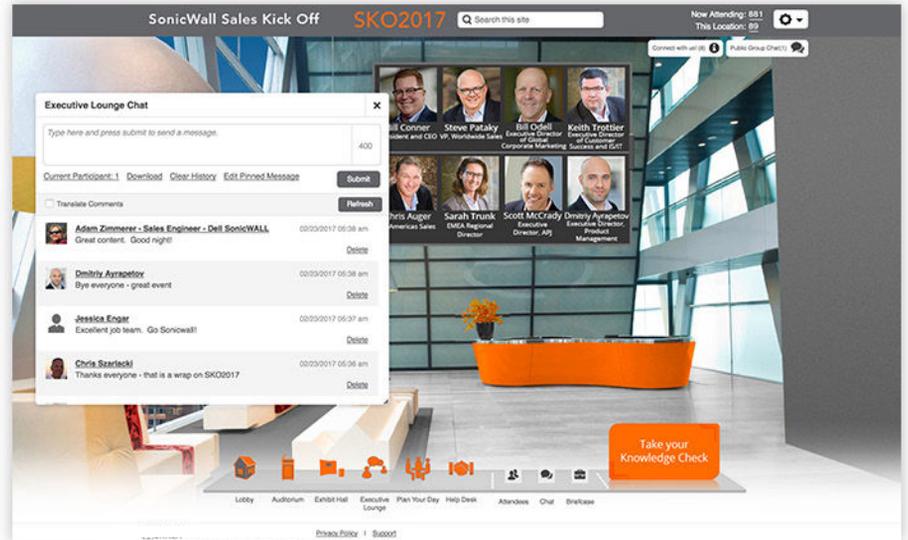
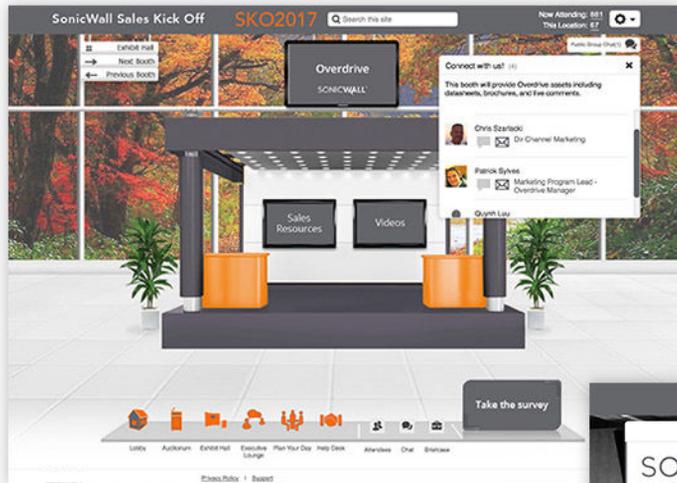
Product Booth  
views

SonicWall's sales force was able to log into the virtual SKO from their home offices and get right to analyzing the latest security trends and threats, while gaining the latest security solution updates from the product management team.

## The Goal

### To Effectively Communicate Product Training Information and Education

The ability to capture and recycle valuable content is key when orchestrating a virtual conference. SonicWall's training content was taped during the virtual SKO and then later loaded into the SonicWall University for new employee training and review, which was sustained for 6 months after the SKO. After training the internal team, the same content was then tailored for SonicWall's channel partners and across the board to educate the global sales team on key products and product launches. This saved SonicWall valuable time while maintaining consistency in their product messaging and knowledge.



With the SKO live event, expo booths consisted of downloadable material and video capabilities, allowing for exceptional interactivity. For example, the SonicWall SKO executive lounge created an environment where the product and leadership team was accessible and questions could be easily sourced to the executive team for feedback. The virtual conference experience allowed for responsive discussions and fluid communication.

“ The return on our investment on the virtual platform far exceeded our initial expectations. Some of the sales force were hesitant to participate in a virtual SKO because they preferred to connect face-to face. However, in lieu of this, 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. In fact, we have our most strategic product launch in the past 3 years and we will enable our sales force this fall with the Communique platform. ”

- Chris Szarlacki, Director North America Channel Marketing

## About SonicWall

SonicWall has been preventing cyber crime for over 25 years, defending small- and medium-size businesses and enterprises worldwide. Backed by research from the Capture Labs Threat Network, our award winning real-time breach detection and prevention solutions –coupled with the formidable resources and expertise of more than 10,000 loyal channel partners around the globe – are the backbone securing more than a million business and mobile networks and their email, applications and data. This combination of products, innovation and partnerships delivers real-time cyber defense solutions, tuned to the specific needs of the more than 500,000 businesses in more than 150 countries around the world. The end result: you can do More Business. With Less Fear.

## About Communique Conferencing, Inc.

Communique powers virtual events and environments for career fairs, employee onboarding, sales/user conferences, corporate training and other applications. The 100-percent SaaS virtual conference platform is backed by a team of passionate virtual event experts, dedicated to both market innovation and customer success. Corporate, non-profit and government organizations rely on Communique including: Citi, Danaher, Ericsson, GE, StubHub, CDC, Childhelp, and the University of Alberta. Communique is based in Bethesda, MD, with offices in London and Shanghai. For more information: [www.VirtualTradeShowHosting.com](http://www.VirtualTradeShowHosting.com).

