



How **Stars** helped **CertSys** increase its business through structured marketing campaigns.

“The Stars has increased our chances of success”

- *Stiverson Palma, Partner*

Overview

CertSys was founded as a startup at a business incubator at the University of São Paulo, in 2007. The three cofounders – who were friends and engineers – wanted to explore a new market: encryption and digital signatures. But that was just the starting point. As new projects were coming along and business was growing steadily, **CertSys** expanded its horizons to meet the demands of segments such as Business Process Transformation, Mobile, Applications, Security

and Cognitive Computing, among others. With business expansion came the need to structure the sales and marketing division. “As a company, we were focused on development,” says partner Stiverson Palma. “We didn’t have a marketing strategy or vision, nor an organized commercial framework to prospect new clients.” The invitation to join **Stars** presented the company with new opportunities for the future.

About Certsys

CertSys was founded in 2007 as an innovation startup at a business incubator at the University of São Paulo, in 2007. The three cofounders – who are computer engineers and partners in the business –, wanted to offer solutions for electronic signature and encryption, which was something new at that time. An **IBM** Partner since 2008, **CertSys** expanded its range of business to start offering IT solutions, and has been growing at a steady pace ever since. The company is the only Brazilian partner to be granted the **Gold IBM Control Desk** certification in IT service management. **CertSys** has also earned Platinum status at the **IBM Business Partner program** – the highest level of partnership granted by **IBM**.

About IBM Cloud Stars

Stars is a support initiative that leverages proven methods and best practices to help our **IBM Cloud Business Partners** grow their business dramatically.

The Stars team includes experts in **IBM** channels and programs, cloud technologies, strategic planning, sales and technical enablement, and marketing, all focused on helping your business thrive. Our **Star Partners** sell 10X more than average partner, grow 3X faster, deliver more cloud solutions and are leaders in the cloud space.

Join us today, so your business can also reap these benefits too.

Challenges:

Focus on development, excellent performance, satisfied customers, constant expansion, and growth through intellectual knowledge – these are the key elements for **CertSys'** success. But there was a gap: virtually nothing was being done marketing-wise to sell the brand and bring in new clients. But as soon as **CertSys** decided to join **Stars**, that gap began to close in.

The importance of Stars

By joining **Stars**, **CertSys** received marketing consulting services and closer assistance from **IBM** executives in commercial-related matters, in addition to training. **CertSys** also started to take part of important events, such as **IBM InterConnect**, in Las Vegas, where the company's case study was the topic of a lecture. That helped increase **CertSys'** visibility, network reach, and business opportunities.

With the guidance of professionals from **Stars**, a marketing campaign was created targeting the Education segment. Fifty universities received invitations for a meeting with **CertSys**, where they would be able to learn about a mobile application that was especially developed to make the lives of students, faculty, and staff much easier. "I was hoping to go in for meetings at 3 universities, but we managed to book 16," says Stiverson. "I've come to believe in the power of marketing and campaigns."

Results

Today, **CertSys** believes that marketing is both strategic and essential for company growth. The business partners have structured the sales division and now are investing in the marketing framework. Words like "lead" and "inside sales" became part of the everyday life of the company. "We are ambitious in our goals. We want to double in size within a year and the marketing team will help us get there," says Stiverson. According to him, a lot has been done to achieve that goal, but there is still some work ahead, since the sales team must be prepared to work with potential clients who have not yet decided to buy, or who are not familiar with the TI technologies. But, fortunately, **CertSys** can rely on the support of Stars for that as well. Because we understand success.

Supercharge your business by securing a dedicated Stars team.

FIND OUT HOW TO BECOME A STAR PARTNER
BY REACHING OUT TO **KAREN ASHBAUGH**

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