



Company Snapshot

Company

Barracuda Networks

Industry

E-mail and Web Security

Product

Barracuda Spam Firewall

“ We set very aggressive goals for MarketLink and Barracuda and I'm happy to say we overachieved. In the first year (of my tenure) we sold over 12,000 units and signed more than 1,000 resellers. Barracuda entrusted MarketLink with the task of building the reseller channel for our anti-spam solutions, and I'm proud to say we accomplished what we set out to do. ”

Ezra Hookano
VP of Sales

Barracuda Networks

Overview

In 2003, Barracuda Networks, a startup supplier of anti-spam technology for the small- to medium-sized business, needed a reseller channel in the U.S. to drive demand for its products. The Barracuda Spam Firewall product was ideally positioned for companies with a spam e-mail problem, but with a limited budget to solve it.

Challenge

Barracuda announced the product line to the market in the summer of 2003, and had experienced very limited success in attracting channel partners to take the product to market and follow up on leads created by Barracuda. The company approached MarketLink Services, Inc., the leading channel-development company in the high-tech space, to establish a motivated reseller network for the Spam Firewall product line.

Solution

MarketLink commenced recruiting and training resellers in October 2003, targeting resellers from its vast account base established through more than 20 years of channel-development services. MarketLink recruited and authorized hundreds of resellers in the first six months, eventually exceeding 1,000 signed resellers within 18 months of the launch.

Unit sales of the Barracuda Spam Firewall product line exceeded 30,000 during the two and one-half-year relationship with MarketLink, contributing to the \$40 million funding round accomplished in January 2006 lead by Sequoia Capital.

About MarketLink:

MarketLink Services has provided channel development, sales and marketing solutions for many start-ups, SMBs and leading high-tech companies since 1997. Drawing on our vast experience and key relationships in the industry, MarketLink customizes sales, marketing and distribution plans for effective penetration into desired markets. We have built our success upon delivering measurable results for clients through targeted, strategic campaigns to achieve market dominance. The depth and breadth of experience in the MarketLink team enables us to deliver services bridging the gap between manufacturer, reseller and consumer. For more information, visit www.marketlinkservices.com.