



Company Snapshot

Company

Cymphonix

Industry

Network and Security

Product

Network Composer

“On behalf of Cymphonix, we are thrilled and extremely appreciative of the amazing effort you have put forth to ensure that Cymphonix exceeded its projections. This puts our organization - and our partnership - in a most solid position of strength as we move forward to our next stage of growth.”
Mike Montrose
VP of Sales

Cymphonix

Overview

Cymphonix was launching a network performance and productivity monitoring technology for small- to medium-sized business customers. They were attempting to capitalize on the need for enterprise-type solutions affordable enough to address the growing network performance issues of smaller companies.

Challenge

Cymphonix was driving a concept that SMB customers had not considered. It did not have a brand or a channel, nor the financial resources to create a dedicated sales campaign.

Solution

Cymphonix reached out to MarketLink to recruit and drive a VAR channel while incenting MarketLink to drive revenue immediately in parallel. Cymphonix offered an attractive compensation plan including an ownership opportunity to MarketLink for overachieving on first-quarter goals. MarketLink identified the ideal channel partners based on its many years of working with SMB resellers and launched the Cymphonix product line in Fall 2004.

The first quarter of the relationship was a key time frame for Cymphonix because of its need to secure its Series A round of venture funding. MarketLink achieved sales goals well above the objective and was rewarded with equity, while Cymphonix achieved its Series A round of funding as a result.

Learn more about Cymphonix at www.cymphonix.com.

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.