

SonicWALL (Lasso Logic)

In anticipation of the general release of Lasso Logic's data protection, storage and access solution to the small to medium-sized business market, the Lasso management team recognized the need to identify, attract and negotiate mutually successful agreements with VARs, OEMs and System Integrators.

CEO Steve Goodman came to Next Step when his team needed a channel partner program and sales strategy that was comprehensive, scalable and built to address the sales, support, training and logistical needs of VARs as well as OEMs and system integrators.

Lasso's team had already conducted significant customer market research, competitive analysis and development of value propositions for the end customer. The results of this research were the foundation for Next Step's definition of the market approach and most appropriate channel partners.

Product to Channel Marketing

Next Step defined the most appropriate and lucrative market segments for Lasso to pursue with a sales strategy for each. Next Step's team also provided Steve and his co-founders with direction, guidance and materials for:

- Marketing to attract channel partners
- Completion of effective reseller agreements
- Pricing effectively to the channel directly and through distribution
- Identifying, contacting and recruiting most suitable channel partners
- Training the channel partners' support and sales personnel

Within four months, Lasso had recruited over one-hundred reseller partners. Sales exceeded Lasso's expectations. The success of this program supported the board's decision to raise its first round of institutional funding through Sequoia Venture Partners

With the addition of funding received through Sequoia Venture, Lasso's team was ready for their next step of growth. This growth was fueled by additional public relations and outbound marketing activities for channel partner sales. As a result, additional resellers and larger partners began showing interest in the company's solutions.

Sales Team Expansion for Field Support

To allow the inside sales team to focus on partner identification and qualification, Lasso needed a field sales team. Again, Lasso's management team turned to Next Step to outline roles and recruit sales managers.

As defined by Next Step, the channel sales management role was to develop mindshare and expand the relationship with the channel partner reps. In addition, they were charged with providing sales training and support in the field. Next Step recruited and filled the new channel sales managers, allowing Lasso to increase its market penetration through distributors including D & H and PC Mall.

Taking Companies to the Next Step



Lasso's Presence and Distribution Grows

By the end of 2005, Lasso Logic had developed a strong presence in the small to mid-size business storage / CDP market sector—strong enough, in fact, to attract suitors.

In November, 2005, Lasso Logic was acquired by Sonic Wall. For Steve Goodman and his co-founders, it was a perfect union. The new company combined the resources of a well-known company with complementary technology offered to the same market segments.

Next Step as the Consulting Partner for Successful Outcome

From the initial engagement through successful conclusion of the acquisition, Steve Goodman and his team looked to Next Step as “the consulting partner for our growth.”