



# 13 partners, one program

How Creo helped The Channel Company amplify the voice of Splunk and Carahsoft's channel ecosystem in the SLED market

## Before Creo

Splunk and Carahsoft hired The Channel Company (TCC) to lead a high-stakes partner activation program for Splunk's Edge Hub Partner Program. 13 Premier and Elite channel partners in the SLED (state, local and education) market were identified as priority partners for TCC to ensure they were ready for the marketplace on Edge Hub Central, the partner marketplace and distribution hub.

However, most were small to mid-market firms without dedicated marketing teams, and the 13 partners—ranging from GSIs and MSSPs to VARs, and specialized consulting firms—needed a consistent, structured way to communicate the value of their joint solutions to SLED audiences. The language needed to meet the necessary technical explanations and protocols.

TCC needed a partner with deep partner marketing experience that could help scale this initiative across globally diverse stakeholder teams and meet TCC's primary objectives for this initiative, which included:

- Delivering compliance-aware positioning for SLED-facing partners. Messaging must meet government buying committees' standards, and be calibrated to frameworks that include NERC-CIP, EPA water infrastructure standards, and NIST.
- Reframing SLED partner value from commercial ROI to mission-critical and providing operational continuity.
- Maintain a positive and productive relationship with Splunk/Carahsoft.

## Results

**100%**  
Partner engagement across all 13 channel partners

**12+**  
Industries and global geographies covered

**C-suite**  
Introduction brokered: TCC → Cisco SVP of Marketing

THE **CHANNEL** CO.

### Client snapshot



**Client**  
The Channel Company



**Duration**  
4 months



**Industry**  
Technology / SLED Public Sector



**Program**  
Splunk Edge Hub Partner GTM

### Key takeaways

- **1:1 messaging workshops** - Structured discovery with all 13 partners—delivering publishable content and a reusable messaging framework.
- **SLED-specific positioning** - Compliance-aware packages built for municipal water utilities, smart city administrators, and higher education buyers.
- **Executive-level trust earned** - Program quality led Splunk's Global GTM Lead to personally broker a strategic introduction between TCC and Cisco's SVP of Marketing.

## Partner ecosystem activation with Creo

TCC brought Creo in as an embedded execution partner. Working closely with TCC's program lead, Creo engaged partner stakeholders across multiple roles — CROs, Marketing Managers, Technical Pre-Sales Consultants, and Directors of Security — to surface the nuances of each partner's market, buyer environment, and differentiators.

For SLED-facing partners, this meant navigating messaging timelines tied directly to technical ones. Several partners couldn't finalize positioning until Edge Hub sensors and protocols cleared state and local regulatory validation. As those timelines shifted, Creo adjusted — maintaining engagement quality across all 13 partners so that the moment validation cleared, every partner was ready to move.

## A strategic partnership

Creo became a true partner — taking genuine ownership of the messaging quality that represented each of Splunk's channel partners' customers, whose standards for credibility, compliance, and accountability are set by public trust.

The depth of engagement in discovery, the care with which each partner's SLED-specific differentiators were drawn out and preserved, and the operational reliability across a complex, multi-timezone program firmly established Creo as a trusted execution partner when the stakes were highest — delivered in full during Splunk's acquisition by Cisco.

## Learn more about Creo's channel & public sector messaging capabilities

Partner marketing isn't just marketing with another logo, and complex buyer environments require more than good writing. They require a partner who understands how partner ecosystems actually work, asks the questions that surface the differentiators, and delivers content that holds up in front of buyers.

Creo Collective combines deep expertise in B2B tech marketing with structured discovery, joint messaging development, and audience-specific positioning built for co-sell and campaign execution. From partner activation programs to public-sector GTM frameworks, Creo helps organizations turn technical capability and strategic alliances into revenue-producing content with the methodology to make it repeatable.

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