



## The partner behind the partner:

How Creo helped TCC deliver go-to-market messaging across Splunk and Carahsoft's highly regulated, global channel ecosystem



### 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. Carahsoft, one of Splunk's largest public-sector distribution partners, operates Edge Hub Central (the marketplace and distribution hub) and co-funded the activation program to prepare 13 Premier and Elite channel partners for marketplace readiness.

Though each of these 13 partners—which included GSIs, MSSPs, VARs, and specialized consulting firms—was experienced in deploying solutions that included the Edge Hub device across regulated industrial, enterprise, and government markets, they were small to mid-market firms, many with fewer than 30 employees. They needed help creating a consistent, structured way to communicate the value of their joint solutions. This included effectively translating technical capabilities into use-case-specific language that could capture qualified demand in Splunk's Edge Hub marketplace.

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

- Deliver Edge Hub Central marketplace-ready positioning in time for Splunk.conf24, Splunk's annual user conference, where the fully activated partner ecosystem would be showcased,
- Enable year-long partner-led campaign execution, and
- Maintain a positive and productive relationship with Splunk/Carahsoft.

### Partner ecosystem activation with Creo

TCC brought Creo Collective in as an embedded partner to make the goals a reality for the Splunk/Carahsoft partner program. Working closely alongside TCC's program lead, Creo engaged with partner stakeholders in multiple roles, including CROs, Marketing Managers, Technical Pre-Sales Consultants, and Directors of Security. Accessibility to these stakeholders allowed Creo to have in-depth discussions to better understand the nuances of each partner organization, leading to more effective discovery, positioning, and messaging creation for all 13 channel partners.

The result was the creation of a scalable, repeatable model that allowed TCC to ensure consistent, marketplace-ready output for every partner, while maintaining the strategic client relationship with Splunk/Carahsoft.

THE CHANNELCO®

### Client Snapshot



**Client**  
The Channel Company



**Program**  
Splunk Edge Hub Partner GTM



**Industry**  
Technology /  
Regulated Markets /  
Public Sector



**Duration**  
4 months

## A strategic partnership

Creo became a true partner, taking genuine ownership of the messaging quality that represented each of Splunk's channel partners, which resonated with each of their own customers. The depth of engagement in discovery, the care with which each partner's differentiators were drawn out and preserved in the final content, and the operational reliability across a complex, multi-timezone program firmly established Creo as a trusted and reliable partner.

## Results

- **100% partner engagement**, generating 13 complete messaging and market positioning packages delivered and published to edgehubcentral.com across 12+ industries and global geographies in time for Splunk.conf24.
- Message creation designed for **year-long partner-led campaign execution**, including content and a reusable framework they could apply to marketplace activations, customer outreach, deals, and co-sell motions throughout the year and beyond.
- The **program influence** extended to a direct introduction from Splunk's Global GTM Lead, OT Intelligence Portfolio, to Cisco's SVP of Marketing for TCC.



"I love working with this team. They always provided value for our clients and their channel partners, and I was lucky enough to be part of it and see everyone soak it up."

Shaun Martinez,  
Sr. GTM Program Lead &  
Partner Marketing Consultant at  
The Channel Company

## Key takeaways

- Creo conducted one-on-one messaging and positioning workshops with 13 Splunk channel partners. Partners gained publishable content and a transferable messaging framework to build on.
- Creo delivered Edge Hub Central marketplace-ready positioning packages built from each partner's specific buyer environments, compliance requirements, and operational stakes. This enabled Splunk to showcase a fully activated partner ecosystem at Splunk.conf24.
- Creo's execution earned trust at the program level. The quality and consistency of the work led Splunk's Global GTM Lead, OT Intelligence Portfolio, to personally broker a strategic introduction between TCC and Cisco's SVP of Marketing, extending the program's value well beyond its original scope.

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

Complex buyer environments require more than good writing. They require a partner who asks the questions that surface the real differentiators, and delivers content that holds up in front of buyers.

Creo Collective combines deep expertise in B2B tech marketing with structured discovery, audience-specific positioning, and channel-fluent content strategy. From regulated industrial and enterprise GTM frameworks to public-sector and government messaging programs, Creo empowers organizations to communicate clearly and credibly across the markets that matter with both the content and the methodology to build on.

Creo acts as an extension of your team, ensuring precision, authenticity, and market readiness to help you **turn technical capability and strategic alliances into audience-ready stories and channel-ready campaigns.**