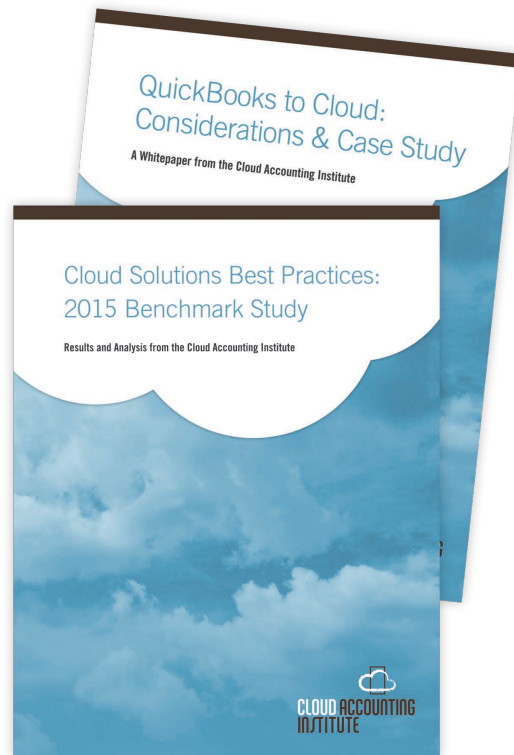
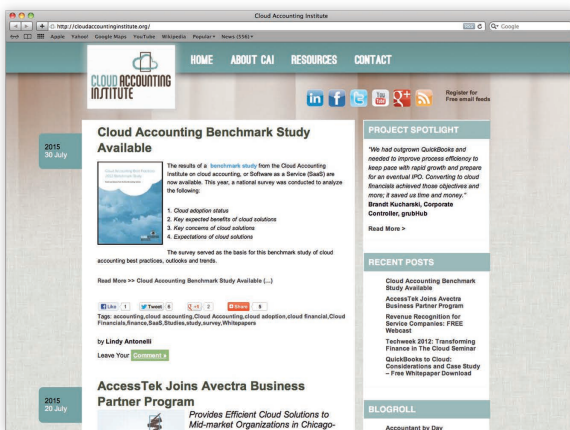
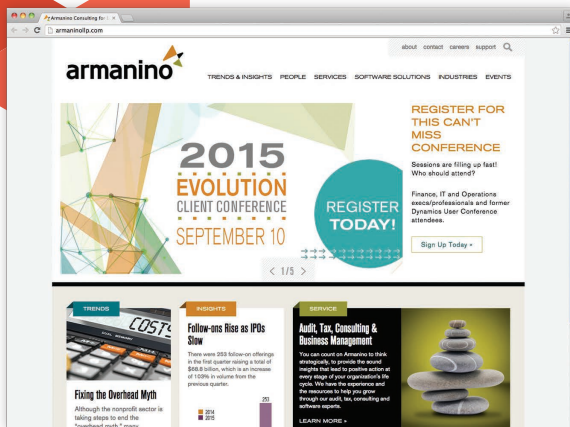


CASE STUDY [Armanino]



Challenge

Armanino is a Top 25 accounting firm, and leading technology consulting firm in the United States. As a Microsoft Gold Partner, Armanino sought to establish leadership in the fast-growing cloud software market with multiple solutions including Sage Intacct, Adaptive Insights, Salesforce, and others.

Solution

First, Modern Marketing Partners (MMP) launched the Sage Intacct practice with a new, search-optimized website and a thought leadership blog called the Cloud Accounting Institute (sponsored by Armanino), that propelled both brands with published studies, speaking engagements, and publicity placements. White papers attracted lead registrations, many of which became referenceable clients. Live events, sponsored events, and webcasts further supported lead generation.

Results

The Armanino Cloud Practice quickly ascended to the leading Sage Intacct reseller and implementation partner, while other software solutions thrived with system selling. Armanino is recognized as a top VAR across multiple publisher ecosystems, and continues to be one of the fastest growing accounting and technology firms in the United States.