

## InfoSec Partners with Sales Engine International To Market Mainframe Services And Software

[InfoSec, Inc.](#) announced today that it has partnered with Sales Engine International (SEI), a Sales 2.0 prospect engagement and marketing campaign execution company. SEI will develop and execute inbound and outbound marketing campaigns around InfoSec's [mainframe services](#) and [software technology](#).

Robert Fake, President of InfoSec, stated, "We feel that the tools, processes and experience that SEI brings to the table will significantly increase the InfoSec brand recognition with our current and prospective clients."

SEI will also develop content for the recently redesigned website, newsletters and InfoSec's social media outlets, including LinkedIn, Facebook and Twitter.

"InfoSec, Inc. has built a loyal following of satisfied customers, many with marquee names. We look forward to helping them to spread the word to others in the mainframe community, stated Paul Rafferty, CEO of SEI.

"Our clients are changing how they shop for [mainframe services](#) and [software](#), utilizing the internet more and more to narrow down the list of potential providers to just a few, then contacting them to make the deal. Our partnership with SEI will help our customers realize that you don't always have to go to the 'big name' companies to get the highest quality expertise at a fair price," continues Fake. "The trend is moving away from knocking on doors and introducing the company's capabilities to having a web and social media presence that articulates what the company can do and helps the customer make the decision to buy."

### About InfoSec, Inc.

InfoSec, Inc. is headquartered in Centreville, VA and is a [mainframe services](#) and technology company. It provides high-quality mainframe services and software that help organizations increase operational efficiency, improve compliance and decrease costs. These factors help clients to leverage their mainframe investment.

InfoSec, Inc. is a leader in providing specialized products and services to professionals responsible for large-scale information systems and security. InfoSec is experienced in mainframe technologies provided by CA, IBM and others as well as providing all facets of mainframe related services from operating system upgrades to 3rd party software support. InfoSec offers the finest available expertise for supporting the IBM z/OS, VM and VSE environments. Key traits of InfoSec offerings are their conciseness, effectiveness and high quality.

### About Sales Engine International, Inc.

Sales Engine International is your source for direct marketing programs, lead generation, sales force optimization, integrated sales tools and campaigns, webinar program development and management, emarketing programs and more. Clients come to us for inbound and outbound marketing strategies, tools and services that engage the prospect above the funnel, result in more qualified leads, and offer complete marketing spend transparency.

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