

Seeing is Believing – Just a Pain to Maintain

The Challenge:

Demos close sales, but a traditional demo environment is a nightmare for sales partners.

Objective:

Provide sales partners with a demo that is easy to use and centrally controlled and updated.

Approach:

Deliver the demo in the Cloud with AcXess Demos On-Demand.

Outcome:

Partners require much less technical support and now regularly use the demo portal to help close more business. zedIT considers the solution to be both a revenue and productivity accelerator.

Business Benefits:

- Higher adoption rate of sales demo by partner channel
- Increased sales
- Less support required for sales partners
- Greater consistency, with everyone using the “right” demo version
- Minimal impact on day-to-day operations with Cloud-based solution

When customers see the zedIT solution they want it. The software publisher’s ecommerce solution for SAP Business One quickly lets customers create dynamic online stores that seamlessly integrate with the application’s back-end inventory management and order fulfillment processes. When they see it they want it. Demos close sales.

Business Challenge

The problem? Their sales process relies on a partner channel providing a live demo of the software to prospective clients. And providing an easy demo process for sales partners was a real challenge.

The company was distributing demos to sales partners on an individual basis, and relying on the partner to install, implement and maintain the demo – a responsibility that required a great deal of technical expertise and effort. The result was that many sales partners simply didn’t use this critical sales tool.

It gets worse: any updates to the demo were sent out into the field with the expectation that partners would perform the update in a timely fashion. However zedIT had no way of knowing which version a partner was using at any given time and very little certainty that partners were using the latest version available.

The Solution

When zedIT brought on Tom Costa from SAP as their Global Channel Manager, he immediately knew the solution to the demo problem. In his tenure with SAP, Tom had worked closely with the AcXess “Demos On-Demand” product, and he knew it would be a great fit for zedIT as well.

With AcXess Demos On-Demand, zedIT could set up a demo environment in the cloud and provide access to sales partners over the web. This eliminated the need for partners to set up and manage their own demo environment, and provided an "update once" capability that ensured all reps were using the latest version of the demo. Additionally, the system auto-deletes and restores a pristine version of the demo after every use. Partners can now easily demonstrate a fully functioning ecommerce site in SAP Business One, making the value proposition to the customer an easy story to tell.

Even better, AcXess takes care of all the technical details of delivering the environment. They manage the high-performance infrastructure in SAS 70 certified data centers, providing 99.9% uptime, seamless upgrades, and the highest level of security. All solutions also come with automated secure off-site backups for business continuity and data recovery. zedIT can rest assured that the detailed work required to keep their demo up and running 24/7 will be handled by professionals dedicated to that task.

With the software demo delivered in the Cloud, zedIT now has an incredible adoption rate among its partners, and can rely on the demo being secure, available and up-to-date at all times.

"AcXess provides a trouble-free environment that is 100% reliable. And having 24/7 access cannot be beat."

Tom Costa, Global Channel Manager
zedIT
www.zedsuite.com

Solution Details:

Demo On-Demand from AcXess provides a centralized, secure, and easy-to-use platform to deliver a fully "live" software demo over the web from the client's Virtual Machine images.

AcXess pre-configures the demo lab with virtual servers on V-Works platform and then allows the client to install an image and manage it for as long as needed.

AcXess then manages the entire back-end infrastructure, including updates, patches, upgrades, monitoring and disaster recovery in our Savvis data centers, achieving 99.9% uptime.

Demos can be updated in real time, and after each use the demo is deleted and restored to a pristine version for the next user.

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