



# Sage Software Case Study

“The best thing about Autodemo is how easy it is to work with them. I know that the finished product will be exactly what I’m looking for and of the highest quality.”

— Sage Software

## **CLIENT: Sage Software**

Sage Software develops and supports automated business management solutions. With a wide range of front office and back office solutions, Sage Software offers products and services that have revolutionized the way small and mid-sized companies do business in today’s marketplace.

## **NEED: Create a successful lead generation tool without draining company time and resources to build it.**

Sage Software was about to launch Sage FAS Nonprofit, a new product line designed to provide a fixed asset management solution to nonprofit organizations. They needed an effective lead generation tool that easily translated their product to prospects.

They had existing demos of other fixed asset products, but they wanted something new and fresh for Sage FAS Nonprofit. For the new demo, they wanted to develop three separate modules—one for each solution within the Sage FAS Nonprofit product line. And they didn’t want to spend a lot of time or money creating it.

“We decided to re-introduce our Sage FAS online demos because we were aware of Autodemo’s Streamlined Development Process and knew all we had to do was make a call,” says Sam Hunter of Sage Software.

## **SOLUTION: Autodemo becomes Sage Software’s “marketing partner” and delivers demos that are right on target.**

Because Autodemo has a defined development process, they were able to quickly sync with Sage Software’s team and take a majority of the workload off Sage Software’s hands.

“Throughout the project, the staff at Autodemo was ready with answers to my questions and readily worked through the project. It was a great experience,” says Sam. “I had a concept for what I wanted and my Autodemo producer ran with it to put together a complete demo which saved me time.”

The refined Autodemo process allowed Sam to spend less than five hours on the project—less than one day’s work from start to finish resulted in three professional demos that resonated with prospects. Sage Software promotes the demo on CDs, their website and at tradeshow.

## **RESULT: New product gains immediate traction.**

“We saw positive results from the demo almost immediately,” says Sam.

The online demos are an easy way for interested organizations to find out more about Sage FAS Nonprofit on their own time and to contact Sage Software with more questions about the product. The demos continue to bring in qualified leads by acting as a “teaser” that initiates the sales cycle. Also, Sage Software has experienced success by passing the demos on to their resellers so that they can include them in their own marketing materials.

“Autodemo gets it. They know what people are looking for in an online demo,” says Sam.

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