



## Software AG Case Study

“The Autodemo team was very professional and pleasant to work with. They are responsive to change and have a process that moves the project along, but is also very flexible. The demo they produced is one of our most successful lead generation tools.”

—Software AG

### **CLIENT: Software AG**

Software AG provides a single view of strategic business information by integrating applications and systems and modernizing mainframe and open source IT environments. Approximately 2,500 employees in 59 countries support the mission-critical systems of 3,000 customers around the world. Founded in 1969 and headquartered in Darmstadt, Germany, Software AG is Europe’s largest and most renowned systems software provider.

### **NEED: A cost-effective way to generate buzz and quickly grab the market’s attention.**

Software AG’s CRIS software product is a comprehensive case-management tool that helps vocational rehabilitation agencies meet their workforce requirements and deliver critical services.

Because of the robustness of the product and the changing initiatives of the U.S. Department of Labor, a live demo typically takes more than an hour.

To jumpstart the sales process, Software AG wanted an engaging way to generate qualified leads without spending a lot of time or money on the front-end lead qualification process.

### **SOLUTION: Combine Software AG’s marketing message with their product’s comprehensive functionality to produce a compelling demo that immediately resonated with prospects.**

Autodemo’s team of writers and producers worked with Software AG to craft a demo that showcased key product functionality while infusing salient benefit and messaging statements. By integrating the product’s technical capabilities with the company’s marketing messaging, the demo keeps the prospect’s interest while educating them on what can be accomplished with the product.

The finished demo showcases the product’s “Hot Features” and gives Software AG an engaging sales tool that helps the company move prospects quickly through the sales pipeline.

### **RESULT: Autodemo gives Software AG one of their most successful lead generation tools.**

Software AG’s web page traffic doubled during a product promotion that included the demo. In a 10-week time period, more than 75 percent of Software AG’s target market for the product had viewed the demo and were able to grasp the wide range of solution offerings without having to sit through an hour-long demo.