



# Storability Software Case Study

“The demo quickly became our number one prospecting tool—we couldn’t keep the demo CDs in stock.”

— Storability

## **CLIENT: Storability Software**

Storability provides enterprise companies with a better, more cost-effective way of managing vital corporate data. Driven by the vision of its founders, the company established itself as an industry leader committed to leveraging storage technology. In 2005, Storability became a division of Sun Microsystems.

## **NEED: A multi-purpose sales tool to shorten the sales cycle.**

As a start-up company, Storability needed a sales tool that could deliver maximum ROI. Because prospects were nearly at the end of the sales process before they could view the software in action, the sales team ended up spending too much time and money on cold prospects. They needed something that would get their product’s wow factors in front of the prospect earlier in the sales cycle.

## **SOLUTION: An automated demo that showcased the product’s key features.**

Autodemo created a six-minute, product-centric demo that showcased the software’s key features and benefits. The demo focused on the actual software product so that prospects quickly understood Storability’s robust solution.

Instead of having to wait until the third or even fourth meeting with a Storability rep, the demo introduced the software’s “wow factors” within the first six minutes of the sales cycle. Prospects could view the demo at their convenience from Storability’s website or a leave-behind demo CD.

## **RESULT: A shortened sales cycle, consistent messaging and MAJOR cost savings.**

Originally, Storability had a 5-step sales cycle that included separate meetings including both sales representatives and systems engineers. The demo reduced costs by shortening the sales cycle from 5-steps to only 3-steps. Instead of waiting for the one-on-one customized live demo with the systems engineer, now the sales rep can use the shorter product demo earlier in the sales cycle to walk new prospects through the product highlights or the prospect can view it at their convenience.

Storability leveraged the demo in various marketing campaigns creating exceptional ROI. Website traffic increased as a result of direct mail and email campaigns that directed prospects to a demo landing page. When used as a leave-behind, the demo CD quickly became the number one prospecting tool for the sales team. And after Storability became a division of StorageTek (and eventually Sun Microsystems), the demo was an effective training tool that had all employees using consistent messaging when discussing the software solution.

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