



About Intentia

Headquarters:

Stockholm, Sweden

Number of employees:

3,000

Lines of business:

Collaboration Software Solutions

Target markets:

Manufacturing, Maintenance and Distribution Industries

WebEx service in use:

Meeting Center

Has been a WebEx customer since:

November 2002

Collaborative Software Company Wins Business Faster with WebEx

Swedish software company Intentia, develops collaboration software solutions for the manufacturing, maintenance and distribution industries, among others. Its customers include Newell Rubbermaid and Olympus. With over 3,500 customers worldwide and over 3,000 employees in 40 different countries, Intentia is pursuing the perfect partnership to deliver real value to its customers.

The Challenge

In the tough economic climate of the last four years, Intentia has been determined to maintain profitability, while at the same time ensuring its customers receive high quality service. To this end, Intentia develops, implements, maintains and supports its collaboration software solutions in-house rather than outsourcing to third parties.

Whilst this approach ensures Intentia has full control of the level of service its customers receive, it has major cost implications for a company serving so many customers in different locations. In order to help the company drive new business, grow into new markets and improve customer care Intentia needed a cost-effective way to extend its reach to new prospects and existing customers.

The Solution

Intentia's US office started using WebEx Meeting Center to help it cut across the vast geography of North America to meet customers and prospects online. Adoption began in Europe when European Business Development Manager, Barbara Snowball, was asked to host a WebEx meeting by a US colleague.

Barbara was impressed that WebEx enabled her to have an interactive meeting with prospective customers located anywhere in Europe. She felt able to control the discussion more effectively and noted that Intentia's eCommerce team in Europe really engaged with prospects and held their attention. All this was achieved in the same way as a face-to-face meeting and despite all the people not being in the same room.

Intentia now uses online meetings for credentials presentations with new prospects, customer demonstrations and also for internal training and knowledge sharing. With WebEx Meeting Center, the eCommerce team can share applications via a Web browser with prospects, partners and each other. It enables them to recreate the experience of a face-to-face meeting by allowing all meeting participants to view the same document, browser or application and be on a call at the same time. It also enables customers to have a





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Barbara Snowball
European Business Development Manager
Intentia

personal demonstration of Intentia's solution, they can actively participate in the demonstration, ask questions through a chat function, and visually highlight areas that need clarification.

The Benefits

WebEx Meeting Center has enabled Intentia to dramatically shorten its sales cycles, reduce travel costs and boost productivity.

“Recently WebEx enabled us to close a sale in just 45 days which would have been impossible without our web seminars. A colleague in the UK office asked me to call a prospect who was interested in our Movex e-Sales solution. The call was successful and the prospect wanted to meet up but could only make a date three weeks away from the call. I suggested an online meeting the next morning instead. During the online meeting, the prospect could see a live demonstration of Movex e-Sales over WebEx. The demonstration went well and we moved quickly to set up a Proof of Concept meeting, which we also presented to him and his senior colleagues via WebEx. We gave a final demonstration to all the business unit managers across Europe which resulted in a great win for us,” explains Barbara Snowball.

The collaboration software company has also been able to lower the cost of the sales process. Whereas previously a new business lead might involve three members of the team flying out to meet a new prospect and carryout product demonstrations, Intentia can now involve its most talented staff from different locations around the world on single deal, at a tiny fraction of what it would have cost before they started using WebEx.

“The benefits have been dramatic cost savings related to reduced travel expenses for both our company, as well as for our customers. Both Intentia and our customers appreciate the possibilities to schedule more focused demonstrations with our product and industry experts.”

Furthermore, as Barbara explains: “It’s also far more convenient for prospective customers to attend a meeting whilst at their desks as minimal planning and effort is required on their part. If that meeting is successful then we’ll nearly always fly out to meet them for the next meeting where we start to discuss implementation and roll-out.”

When products are launched globally via market-by-market road shows at local user group meetings, a lot of interest is stimulated from customers who want to know more about the capabilities of the new solutions offered. Intentia uses WebEx to respond quickly and effectively to all the leads generated from the road shows.

Post roadshow event meetings are held with customers that want to know more about a new product. These are detailed follow-up presentations that require technical experts to





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answer more complex questions about Intentia's software. Trying to arrange these meetings sometimes poses a major scheduling challenge for the technical team.

As Barbara explains: "The solution for us is to take the second and third meetings via WebEx to present the solution in more depth in order to qualify the opportunity and investigate the match between the Intentia solution we offer, to the customer's needs and requirements. I am able to have product managers and developers with me during the meeting wherever I am in the world. The customer can invite colleagues in different locations to the meeting and rather than having to book out a whole day, we only need to find an hour or two, as all attendees can participate from their desk."

The Future

Adoption of online meetings is spreading throughout the business, whilst Intentia continues to believe in the importance of face-to-face contact with customers and prospects, WebEx is used more and more for follow-up appointments and internal training sessions.

To enhance its website and enable more potential customers to experience the collaboration solutions, Intentia is looking to offer a recorded demonstration on its website. It is exploring the potential of using the WebEx Meeting Center record function to record a live customer demonstration on WebEx that can be replayed over the Web.

"The future will see us using online meetings more and more as we continue to drive efficiencies in our organisation to reduce costs of sales and improve hit rate," said Barbara.



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