



Case Study: update software AG

The perfect communication upgrade.

For nearly 20 years, the Austrian company update software AG has been among the leaders in optimizing the full range of corporate business processes with an intelligent and integrated CRM solution. So of course, they also have their own house in order: Using the Netviewer web collaboration service, the company has improved internal communication between its eight European locations as well as the way it works together with its customers. "It closes the gap between on-site meetings and conference calls, where a lot of information is lost along the way," according to Online Marketing Manager Karl Macku.

Efficiency across the board.

With the dynamic, industry-specific CRM suite "update.seven", update offers customers from Europe to Australia the highest possible flexibility and rapid, seamless integration into their individual IT environment. Efficient communication during all tasks is the highest priority: in sales, when implementing the solution at customer sites, and of course during strategic coordination with other locations. They had previously used two other solutions for virtual meetings, but these turned out to be extremely complicated, not the least because one employee had to spend all of his time and energy planning and coordinating conferences and then establishing the connection at just the right time.

When it came time to select a new, better solution, they focused on the following criteria:

- straightforward ad hoc meetings
- no installation on the PC
- straightforward connections despite firewalls
- intuitive operation without previous training
- stability and security against failure

update

update software AG of Vienna employs about 200 people and serves more than 1200 satisfied customers with about 150,000 users, making it one of the leading companies in the Customer Relationship Management field. Update has eight European locations that serve customers around the world. Their extensive knowledge of key elements of construction, finance, pharmaceuticals, media, mechanical engineering, and consumer goods enables them to quickly adapt to individual requirements whenever needed. In 2006, Update achieved sales of 23.4 million euro, the best in its history.

netviewer

Higher quality in cooperation.

During the evaluation, Netviewer one2meet clearly beat out a field of eight competitors. "In terms of price/performance and the effect it has on our processes, Netviewer was simply superb," says Karl Macku. "Since we have been using the service, we have been able to work with customers and colleagues in much more concrete terms, significantly increasing quality." Especially when providing support, it is beneficial to have remote-control features for actively helping the customer without tedious explanations.

Any of the 200 employees can start the service at any time from his or her own desktop with just a few clicks - without advance planning or installation. "The benefits were clear to everyone from the very beginning," says Karl Macku.

Every month, the company uses Netviewer more than 100 times in several different areas:

- During Presales, salespeople can present the advantages of using update's CRM software and guide potential customers through the product even when they are located a long distance away.
- update will soon use web-based seminars to support acquisition of new customers.
- During the consulting and implementation process, Netviewer provides a valuable visual tool for smaller coordination activities, reducing the need for on-site visits.
- Internal communication benefits particularly from the lively exchange within the marketing department and regular meetings between the company's eight European locations.

More time. Lower travel costs.

The same applies to communication with external agencies, service providers, and partners, as Karl Macku enthusiastically explains: "For instance, our web agency in Linz turns to Netviewer as soon as any issue takes longer than five minutes. That often saves both sides a two-hour trip and all related costs." The bottom line is that, by choosing Netviewer, update has found a solution that meets all of its current requirements and has plenty of potential for the future: Soon the service will be fully integrated into the company's homepage for support calls.

"Netviewer lets us work with customers and colleagues on much more concrete terms. This improves quality and even reduces travel costs."

KARL MACKU
ONLINE MARKETING MANAGER

The advantages at a glance

- Individualized, personal sales presentations
- Reduces the need for on-site appointments, especially for smaller coordination tasks
- Regular virtual meetings with eight locations
- Lively exchange in the marketing department
- Any employee can establish an ad hoc meeting from his or her desktop
- No installation required for the customer or Update
- Rapid start and intuitive operation
- Extensive security features

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