

## ManagerAssistant.com Streamlines the Sales Process with TestDrive Online Demos



*For ManagerAssistant.com, selling by demo is the primary method of new customer acquisition – and Runaware TestDrive proved to be ideal in helping the company to accelerate the sales process and boost efficiency*

### About ManagerAssistant.com

Headquartered in St. Petersburg, Florida, ManagerAssistant.com develops complete workforce management software for business, education, government and general business users. It provides useful and intuitive recording and tracking products that are powerful yet simple to use and enable managers to track and manage important information on their employees and themselves, boosting effectiveness and efficiency at an affordable price.

ManagerAssistant.com's ManagerAssistant 3.0 software has mass market appeal. Its customers come from diverse industries in both the private and public sectors and represent some of the most successful names in their respective fields. Organizations with thousands of employees and companies with less than 50 users rely on ManagerAssistant.com solutions to automate their employee management.

Run a demo in less than a minute

### Results

- Pre-sales technical support decreased by 50%
- Sales process decreased by 25%
- Between 50-60% of visitors select a TestDrive over a download

### Selling on the web

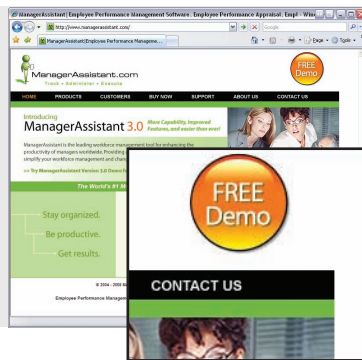
The company finds most of its new customers – or they find ManagerAssistant.com – through the web – and being able to provide customers with an instant demo of how the software works, is vital to the company's success, says Eric D. Frazier, CEO of ManagerAssistant.com.

"We make it easy to find us on the web and our whole sales and marketing focus is on selling products via demo – that's why TestDrive is a good fit for us. We want people to see our product and how easy and effective it is to use so we are bringing people to our web site with the idea of getting them to try our product. As we use Windows SQLServer as our back-end, it's a large download and some people may not have enough bandwidth to download it or may have other technical restrictions that limit their ability to perform an install like this. TestDrive online demos give them an easier way to just click onto the web link and take a look at the software."

Most of ManagerAssistant.com's customers work in human resources or management and may not have the time to download and install ManagerAssistant. They need an easy way to see ManagerAssistant's features at a glance and to demonstrate it to other managers as well. If they work in an environment where they are not allowed to install software on their computers, they may not be able to install the software at all, or need to involve IT staff to install it for them.

With TestDrive, prospective customers can be running ManagerAssistant.com's software "within a minute or less", says Frazier.

Also, close to half of the company's 1700 customers come from outside the US and while they are mainly in well-developed English-speaking countries such as Canada, the UK, Australia, New Zealand and South Africa, the bandwidth is not always available and speeds are inconsistent. "The assumption here", says Frazier, "is that if a download took too long, customers would all too easily abandon the exercise. In the future it could see more of its sales coming from overseas markets, so being able to give these customers a different option was important."



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### Pre-sales efficiency

Other users, rather than abandon their attempt to download, would call the ManagerAssistant.com helpline and ask someone to talk them through the process. This could take some time and keep technical staff tied up for significant periods. TestDrive has reduced this burden for the company's technical team, enabling them to focus on more strategic matters and effectively, reducing operational costs.

Frazier says: “I don't know if I could give you an exact statistic on that but I think it is safe to say that our pre-sales technical support has gone down by at least half. That means we can focus on other things – we are a growing company so that helps us operate more efficiently.”

### Accelerated sales process

ManagerAssistant.com was deployed on Runaware TestDrive towards the end of 2007 and while the following 12 months – during which global financial markets were in turmoil – were challenging for all businesses, Frazier believes the overall effect was distinctly positive and that TestDrive has helped to accelerate the company's sales process.

“It is difficult to say exactly how much of an impact TestDrive had made because it has been a kind of crazy year. We have certainly had some more sales than normal from some the smaller international markets and that's probably attributable to TestDrive. It has made our entire sales process more efficient because people are able to make decisions quicker. People don't usually take long in deciding to buy our software – the average is usually one to two weeks.”

“Since deploying TestDrive online demos we have noticed that some of our smaller sales especially are placing orders quicker – sometimes within a few hours. I'd say that they are typically making the decision in perhaps half the time. For our multi-user customers, TestDrive makes it easier for other managers to see a demo. It is probably safe to say that TestDrive has cut down on our sales process by 25 percent overall. That's good because that means fewer emails and fewer phone calls.”

### Up and running faster

Prior to deploying TestDrive online demos, the only option for prospective customers was a download and that, as Frazier pointed out earlier, was not always ideal for everyone. It would be perhaps 10 to 20 minutes before the software was ready to run. As a result, some prospective customers were almost certainly lost. With TestDrive, the potential for that happening has been significantly reduced. Prospects can be running the software within 60 seconds.

Frazier says: “Before demos were offered strictly via download, now they have the option to do either. When customers send in a request for a demo, we send them an email with links both for a download and for TestDrive and we have found that at least a half of those prospects – sometimes a little bit more – will actually use TestDrive.”

“This ratio is pretty consistent now”, he notes. “There have been months where the number of prospects using the TestDrive demo is as high as 60% and while the figure does vary, it never falls below 50%.”

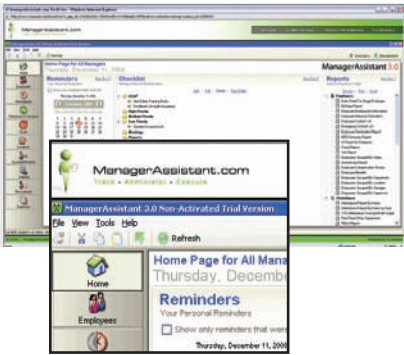
### Easy decision

Frazier decided to start using TestDrive on the ManagerAssistant.com web site after being approached by a Runaware sales executive. Once he heard about its capabilities, he had no hesitation in deploying the system. “It just made sense to me to give TestDrive a try. Our sales process is so geared to selling by demo and with the issues that we'd had with people downloading large files we thought that it would be a pretty safe bet for us. We knew that something like that would be very helpful and TestDrive was reasonably affordable, so it was kind of a no-brainer for us.”

TestDrive has quickly become a key part of the ManagerAssistant.com's sales process and Frazier thinks that it would also be a fairly straightforward choice for other software companies to deploy the system, especially if they are addressing a broad market even with a relatively low-cost software solution.

Frazier certainly has no doubts about the benefits that TestDrive has brought to ManagerAssistant.com. “It is more efficient, speeds up the sales cycle and reduces the frustrations that people might have in terms of trying to demo the product and being able to have multiple people in their company take a look at it more easily and quickly. Businesses are able to make a decision faster with TestDrive. Normally, with a product like this they are going to purchase depending on how the demo goes and the more convenient and less frustrating you can make it for them to run that demo, the more likely they are to buy it.”

Makes the sales process more efficient



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