



## Background

S2000Win is one of the world's leading suppliers of Service Dispatch software designed to allow communication between the home office and the effective utilization of service technicians and the tracking of invoices, trouble tickets, equipment history, from one central system.

Rex Hutton, President at S2000Win explains; "We understand the service industry as well as software, which is often the key difference between success and failure. S2000Win has recognized the opportunity of providing the complete solution for service organizations and from the moment a service call comes in; S2000Win takes over as we have designed the product to be the most comprehensive and easiest-to-use management solution for field service organizations available anywhere in the world." Building on that success, the company has grown to international recognition making it the world leader in the field.

## The Challenge

Rex wanted S2000Win to develop new sales and marketing opportunities and reduce the cost of sales within the company; "with the growing importance of the web we realized that up to this point our online marketing had not been seen as a priority and S2000Win's online strategy was more of a presence rather than utilitarian." That was to change once the decision was made to use Runaware TestDrive.

"Our software can appear to be rather complex, there are many specialist features within it and we thought that it did not easily lend itself to be demonstrated effectively without prior knowledge or training. We used online conferencing tools in the past to provide one-to-one demos to prospects but this was proving to be very time consuming and the qualification of leads beforehand was proving more and more difficult. Also to reduce the sales cycle, we wanted to eliminate demo CDs and bandwidth hungry downloads."

## The Solution

S2000Win's applications were installed on a set of two web / SQL servers within two dedicated facilities operated by Runaware located in Boston, MA and Gothenburg, Sweden. Internet Security is provided by a failover Cisco PIX firewall. The servers are backed up daily with the service being constantly kept up to date with the latest security patches and updates. S2000Win's applications are supervised 24 hours a day 7 days a week using Runaware's monitoring system. This covers server up-time, disk failure and heavy processor usage as well as availability of the overall service including internet connectivity.

In addition to Runaware TestDrive, S2000Win also utilizes the Runaware lead tracking tool - a back-end administrative tool that allows Runaware customers to more efficiently capture the highly qualified leads generated by the service and to enable the sales force to engage leads in real-time with the right information about the client's needs.

*"We have a great working partnership with Runaware and TestDrive has definitely made a big difference to our business. At the end of the day we feel that we absolutely made the right decision in that the Runaware demonstration model allows us to concentrate on our core competences and in many respects the Runaware demonstration service has been a Godsend."*

*Rex Hutton, President  
at S2000Win*



The Major Benefits of Software TestDrive to S2000Win were:

## Sales Force Efficiency

One specific requirement of S2000Win with regards to Runaware services was that Mr. Hutton wanted the service to provide valuable information on whether the lead from the evaluation was serious or not "As one-to-one demos are very manpower intensive I wanted our sales folks to concentrate on only those leads that appeared to be really 'hot'. With downloads and CD distribution, there is simply no way of knowing which lead is the better, and so you have to assume that all leads are equally valid, this is not only impractical, it is also extremely wasteful," he said.

"Since we have been using Runaware TestDrive for lead capture, we are able to view the amount of time a particular individual has spent using the application online, and this provides us with valuable information on whether the lead is serious or not. The more time someone spends evaluating our software, the more serious we know they are about it, and our sales people are then free to concentrate on these hotter prospects."



## Reduced Administration

"Previously we spent a lot of time supporting the installation of our trial CD's because there are a few specific technical requirements for running the software and our tech support people had to spend time making sure the prospect had received the CD (usually delivered by UPS), installed it correctly and was getting the best possible performance from the software during a pilot or trial prior to purchase."

"Now we do not send out trial CDs at all, the client does not have to be guided through an installation process and we therefore don't have to waste administrative time supporting the installation of software for prospects."

## Better Results with Existing Clientele

S2000Win is realizing better results with their existing customer base as they are able to up-sell their range of add-on products more effectively. "In the past, we would have to explain the various modules to the client in great depth and the client would then buy it based on our word. Now we let the client experience the features and benefits of the add-on module(s) beforehand within the Runaware TestDrive environment and that make the whole up-sell process with our existing customers much easier.

## Meeting Sales & Marketing Objectives

Runaware TestDrive has aided S2000Win in achieving its sales and marketing targets in a number of ways:

"For a start, since we began using Runaware TestDrive, the amount of trial requests we receive has increased by 400%," said Mr. Hutton. "This has obviously had a major impact on sales within the company as more and more prospective customers are free to evaluate the software. So the online demo boosts our sales not only by shortening the sales cycle it is also increasing our customer base dramatically."

"The marketing cost saved in providing these evaluations online and reducing our previous spending on CDs (and their management), has been huge and have put the costs of the service into some perspective. For S2000Win, one additional license sale pays for the cost of Runaware TestDrive for an entire year and we hit that almost straight away after using the service. With numbers like that we are more than happy."

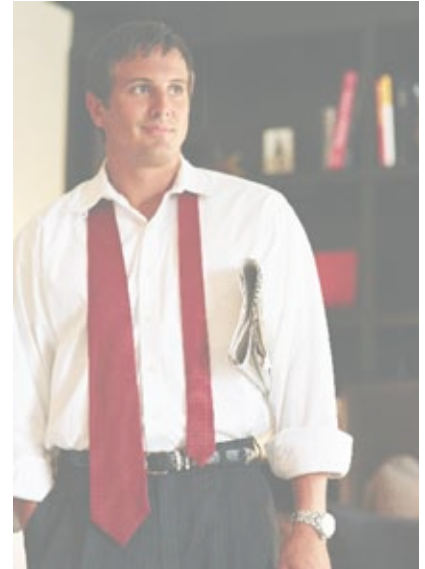
## The Future

As a result of the Runaware TestDrive rollout, S2000Win is planning a complete overhaul of its online marketing strategy "Since we began this project with Runaware we have become increasingly aware of just how valuable this data can be to our sales and ultimately our bottom line. So, beginning January 07, we are about to start on a major campaign to drive traffic to the site and the evaluation facility will be a major component of that marketing drive."

"In the near future we would also like to use TestDrive for training purposes as currently we use WebEx or on-site consultants which obviously are not ideal and it is fair to say that currently, our web training is not productive. TestDrive will allow us to send customers demo workbooks so they can go step-by-step through the process of using our software in their own time on TestDrive.

Another aspect of change within S2000Win is that the company will be shortly be releasing an 'out-of-the-box' version of their software. "We will be using TestDrive extensively with this new product launch, and will focus more on online marketing and driving traffic to the evaluation and perhaps even use TestDrive for beta testing and user feedback ahead of the launch of the product."

"The contract between S2000Win and Runaware was signed only a few months ago and to some extent we are only just starting to realize the full benefits of online software demonstration. Runaware has provided us with excellent customer service and every time we have asked for something, they have been very responsive to our wishes. The reduced admin burden alone has been a huge benefit and Runaware TestDrive has delivered S2000Win some great sales opportunities. At the end of the day we feel that we absolutely made the right decision in that the Runaware demonstration model allows us to concentrate on our core competences and in many respects Runaware TestDrive has been a Godsend."



To view TestDrive in action at S2000Win go to: <http://www.s2000win.com>

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