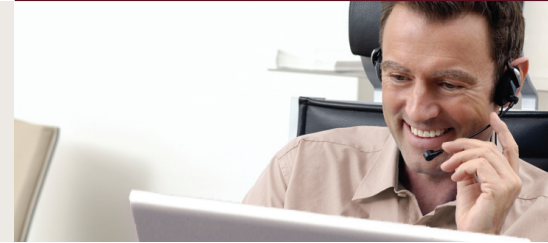


“In the initial sales process, we use WebEx to show the true simplicity of our own software. Holding up a product specification is merely not enough.”

—Axel Kling, CEO Snow Software



Snow Software use WebEx to expand its business and support clients world-wide.

Customer and industry

Snow Software, Software
Cisco WebEx services

WebEx Meeting Center

Summary

WebEx Meeting Center is used to support the sales process, manage technical support and implement new asset management software world-wide

About Snow Software

- **Line of business:**
Software
- **Headquarters:**
Stockholm, Sweden
- **Target market:**
Enterprises and large SMBs
- **Cisco WebEx customer since 2004**

Snow Software is specialised in successful software asset management. The company is headquartered in Stockholm, Sweden, and sells its product directly and through partners world-wide. Snow Software provides easy to use tools for keeping central control of hardware and software licenses in enterprises with more than 200 computers by tracking the actual usage and decentralise the administration.

The company was founded 1997 in Norway. The name Snow Software was chosen to show the Nordic heritage – a decision that has proved very good since the clients remember it well

The Challenge

Administrative software is often a collection of complex features embodied in a graphical user interface that surely was not developed with the average user in mind. The lack of ease is not obvious when reading the marketing material – but it gets clear when you start using the software.

But for Snow Software, user friendliness has been a vital part of the development strategy for many years. The challenge has been to show the functionality and convince a possible client that Snow Software really can offer an easy to use solution.

The product line includes Snow License Manager, Snow License Manager for SMS or SCCM, Snow Inventory and Snow Distribution.

Another challenge has been to remotely

manage the offices in the UK, Norway and Lithuania, as well as the large number of partners around the world.

“We are in day-to-day contact with our partners, but travelling to them all on a regular basis is physically impossible”, says Axel Kling, CEO of Snow Software. “We didn’t have any technical tools before WebEx, apart from our phones, so all contacts did in fact demand physical travelling”, Axel Kling adds.

The Solution

The company is now using WebEx since 2004.

“Before deciding to go for WebEx, we reviewed a large number of remote controlled products. After a thorough test of the system, we saw that it fitted our organisation very well”, says Axel Kling.

“We were primarily attracted by the pure technical simplicity of WebEx. You only needed to download a small software component to attend a conference and the data communication functioned very well, even through firewalls completely unknown to us”, he says.

Using the software was also very easy for the Snow Software personnel whether they are working with sales, technology or training. Booking a WebEx conference and host the actual presentation went smoothly – and their tailored WebEx site made it even simpler for their clients to find the right Snow Software web conference.

“I believe it is important to keep the simplicity of WebEx – and why change a winning concept?”

— Axel Kling, CEO Snow Software

The Benefits

Snow Software is expanding geographically and WebEx is used frequently to support the sales process, manage technical support as well as implement new asset management software worldwide. The sales and technical teams can now reach prospects and support clients without spending unnecessary and unwanted time at airports and in transit.

“In the initial sales process, we use WebEx to show the true simplicity of our own software. Holding up a product specification is merely not enough!

With WebEx, we can showcase our features directly on the screen – and

also hand over the control to the person evaluating us. That is very effective”, says Axel Kling.

Snow Software has not lowered the total number of trips to clients and partners around the world. Instead WebEx has made it possible to expand the business and let the employees prioritise and travel more effectively and with better quality.

Education is also crucial for Snow Software. A solution that does not work properly could be an effect of improper usage. Snow Software therefore put a lot of emphasis on pedagogic training and support via WebEx.

The Future

WebEx is a day-to-day tool at Snow Software and Axel Kling is very pleased about their decision back in 2004.

“We haven’t actually thought about how we could use the WebEx solution even smarter. It works so well today for us. I believe it is important to keep the simplicity of the product – and why change a winning concept?”

Highlights

- WebEx used as a sales tool to demonstrate the Snow Software’s ease of use.
- Remote support offered to partners and clients in various countries Using WebEx Meeting Center
- Education and training is key to continue the geographical expansion .