

» **CLIENT PROFILE**

MatrixOne, a leader in collaborative Product Lifecycle Management (PLM) solutions, enables companies from a broad range of industries to dramatically accelerate innovation, time-to-market and revenue by collaboratively developing, building and managing products.

The company's solutions facilitate the sharing of concepts, content and context from the innovation stage of development through execution of manufacturing across value chains of employees, customers, suppliers and partners. MatrixOne serves companies such as Agilent, Autoliv, Boeing, Celestica, Eaton, General Electric, Honda, Honeywell, Johnson Controls, Nokia, Philips, Porsche, Procter and Gamble and Toshiba.

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— Alyssa Ross, Senior Manager of Marketing Program MatrixOne



MATRIXONE WINS NEW BUSINESS WITH RAINMAKER

In order to assemble a list of customers as diverse as this, any company would need to devote considerable time and energy to marketing programs that generate highly qualified leads for the sales team. At MatrixOne, an increasingly important means of lead generation is to produce webinars targeted to existing and prospective customers. The key to PLMlive, the public identity of MatrixOne's webinar initiative, is assembling content that will be compelling enough to draw highly qualified leads, and then accurately capture the relevant profile information that will help the sales force convert those leads into sales. Examples of webinars produced by MatrixOne in the past include “Managing Your Product Lifecycle from Innovation to Execution,” “Choosing an Appropriate Server Architecture” and “Web-based PDM Across the Value Chain.”

As Senior Manager of Marketing Programs at MatrixOne, Alyssa Ross is responsible for the Webinar program. Alyssa says that the company regularly produces webinars that feature company executives, existing customers and industry experts sharing information about the benefits of MatrixOne PLM software solutions. Alyssa estimates she produces roughly four externally-focused webinars each month.

As the program grew in scope and popularity, MatrixOne needed to streamline the process of setting up each webinar. Further, they were seeking a more simple registration process for end users. In January 2004, Alyssa began using Microsoft Office Live Meeting to deliver her webinars. MatrixOne uses Registration Pro from Microsoft as the interface on the front of Live Meeting Webinars. Registration Pro is Rainmaker's event management solution that has been re-branded and re-sold by Microsoft.

Rainmaker's ViewCentral takes the hassle out of managing marketing programs such as Webinars by providing a Web-based hosted service that automates the processes surrounding each event. With ViewCentral, companies can more easily offer a greater number of events like webinars, automate customer reminders, polls and follow-up, which can help increase event attendance. Customers also gain 24x7 access to event schedules and self-service registration.

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Rainmaker Systems, Inc.

is a leading provider of outsourced business-to-business sales and marketing services. Through the use of proprietary technologies and enhanced data analytics, our solutions leverage integrated multi-channel communications to accelerate the sales process and achieve higher revenue for Clients. Our core services include complete lead qualification and management, new product sales, webinar event management, online sales of training classes, channel enablement, subscription renewals, and service contract sales.

To learn more about the Rainmaker Delivery Platform and our Client Solutions please call 800.631.1545 or email us at sales@rmkr.com.

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Alyssa points out that prior to using Rainmaker’s ViewCentral solution, the process of setting up the webinars and managing the customer data was rather painful. “It wasn’t so much that the previous technology solution for the webinar was a bad one – the actual events generally worked okay. What was a major problem was the inability to easily set up the webinars and re-purpose the session details and the customer data. I usually run two identical live events in order to maximize global exposure. But under the old system, I was not able to copy the content and the data fields between identical sessions, such as the webinar title, the dial-in information or even our registration questions. I had to re-enter every line, every option in the pull-down menus. If I was doing a session scheduled at ten and another one at two, even though they’re identical – everything was the same, the questions, the phone numbers, you name it – I had to input two completely different records. It would take as much as an hour to re-enter all of this information and we do enough of these that this was becoming a pretty significant chunk of my time, essentially being wasted and pulled away from other lead-generation programs.”

Alyssa’s webinar program is growing. Because of its ease of use and ability to easily allow participants to register for more than one event at a time, she is now using the ViewCentral solution for internal company events around human resources initiatives and employee training. Despite the increased number of events, Alyssa is spending less time on their administration, thanks to Rainmaker. “Our new solution has really enabled me to scale and grow our webinars program, and that’s a big part of our success.”

