

» **CLIENT PROFILE**

Xerox Corporation (NYSE:XRX) is the world's leading document management technology and services enterprise. A \$16 billion company, Xerox provides the document industry's broadest portfolio of offerings. Digital systems include color and black-and-white printing and publishing systems, digital presses and "book factories," multifunction devices, laser and solid ink network printers, copiers and fax machines.

Xerox's services expertise is unmatched and includes helping businesses develop online document archives, analyzing how employees can most efficiently share documents and knowledge in the office, operating in-house print shops or mailrooms, and building Web-based processes for personalizing direct mail, invoices, brochures and more. Xerox also offers associated software, support and supplies such as toner, paper and ink.

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– Gary Foley, Manager,  
Global Conferencing and Media Services  
Xerox



**XEROX RELIES ON RAINMAKER**

Demand for Web conferencing services continues to grow rapidly, with online meetings and conferences now an essential feature of the corporate landscape. That's no surprise to Gary Foley, manager of Xerox's Global Conferencing and Media Services department, who is charged with arranging all the Web and audio conferences for the company. From local meetings and demos to customer webinars and employee distance learning classes, thousands of employees, customers and dozens of corporate departments participate in numerous Xerox-sponsored Web conferences each year.

Although Web conferencing offers the potential for significant time and cost savings, it can be a gargantuan task to manage all the activities needed to make conferences successful. For Xerox, efforts to coordinate and manage Web conferences had involved as many as 70 different staff people during the course of several months, a resource expense that was clearly unacceptable.

That's why Foley turned to Rainmaker's ViewCentral solution. ViewCentral delivered the management and automation capabilities that enabled Xerox to set up and schedule Web events, process registrations, communicate with attendees, automatically deliver reminders and thank-you messages and report on conference participation.

The results exceeded Foley's expectations. Within eight days, ViewCentral was up and running, and in less than one month almost 5,000 registrations were logged. Return on investment was also fast. "We noticed an immediate savings the first time we used this Rainmaker solution. Within the first month, savings were realized. We were able to accomplish much more with far less effort," he says.

ViewCentral has helped Foley's organization expand services within Xerox. What began as an initiative to streamline management of sales training for employees has now expanded significantly to the point where 40 different organizations within Xerox now rely on Rainmaker services that Foley's organization provides. "We consider Rainmaker to be a corporate asset," says Foley, "a way to do things faster, easier and better."

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Plans include a two-fold expansion in the number of marketing webinars offered to customers and additional employee training events. “ViewCentral is an integral part of our webinar program,” Foley adds. “It handles the registration and communications, and after the event is over we feed the data from ViewCentral into our lead management system.” By adding data to the Xerox lead management system, Foley can track how webinar participation drives new product revenues.

### **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](mailto:sales@rmkr.com).**

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