

CASE STUDY

Market Leading Enterprise Software Vendor

Accelerating Enterprise Software Sales with On-Demand Virtual Demo Environments

KEY BENEFITS



More Effective Demos

Easily deploy complex software configurations for telling a more “integrated solution” story.



Faster Setups

Deployment of virtual demo environments reduced from 2 days to 5 minutes.



Less Maintenance

Maintenance tasks like patching, updates, and fixes reduced from 30 hours down to 1 hour per week.



Improved Consistency

Blueprint based environments ensure repeatable and reliable deployments.



Rapid Time to Value

Entire catalog of customer demos ready for field use in just 3 months.

CUSTOMER SNAPSHOT

Enterprise Software Provider
3000+ Employees
Headquarters: Plano, TX

Customer Profile

This large software company is a leading provider of enterprise software solutions and services for the public sector. Listed as one of Forbes' top innovative companies in 2017, this company is on an aggressive growth and acquisition track to expand their enterprise offerings, which include ERP, tax processing, courts & justice, regulatory, and public safety software.

Business Goal: Transform Enterprise Software Sales

To continue accelerating sales growth, the customer aimed to achieve the following goals:

- **Deliver more software demos** and **scale out** to support their growing team of solution consultants who give those demos
- **Make demos more impactful and powerful** by focusing on more complex end-to-end client scenarios.

The Challenge

The customer's Technology Integration Team, who delivers technology that enables teams to meet their business goals, was passionate about finding a solution that would quickly arm their sales force to meet fast changing business requirements and facilitate continued growth. They knew the solution would need to overcome some common challenges:

- Manual based and time consuming configuration processes were hindering scale out and increased frequency of demos
- Complex nature of configuring multiple software modules along with third party integrations made showcasing end-to-end solutions difficult
- Static nature of hosted demo environments required individual patching and management, which required too much time as number of demos grew
- Lack of repeatable demo setups was contributing to inconsistency and failure.
- Lack of remote access for many demos meant demoing on laptops, which was time consuming to setup and un-reliable due to “configuration drift”

The team knew they needed a cloud management and automation solution that would give their sales consultants a way to quickly configure and perform software demos remotely, give the Integration Team a simple way to manage, update, and control those environments, and allow demos to run within their VMware vCenter based data center environment.

They also wanted a future-proof solution they could standardize on. This meant support for hybrid cloud deployments as well as DevOps tool integrations that would allow other groups like support and DevOps teams easily adopt the tool.

TOP 4 REASONS

Why Customer Chose Quali CloudShell

1 Standardized App Blueprints

Demos are deployed dynamically from standardized blueprints, eliminating inconsistency and dramatically simplifying maintenance.

2 On-Prem Cloud Management

CloudShell runs securely in their production data center and integrates directly with VMWare vCenter.

3 Remote Self-Service Access

SEs access sales demos remotely via web based catalog of demo blueprints, deploy on demand, and customize as needed.

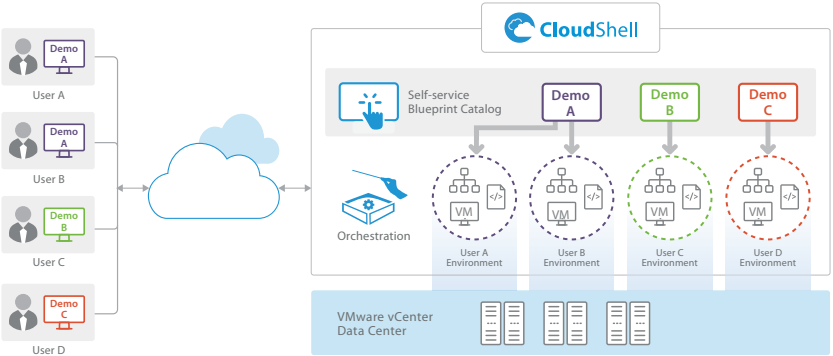
4 Powerful Visual Modelling

Quickly model and configure demo blueprints simply by dragging and dropping application components and specifying configuration settings.

The Solution: On-Demand Virtual Environments

The customer evaluated several off the shelf cloud management and automation solutions as well as in-house tools like VMware. Ultimately, they selected Quali CloudShell because of its native support for managing VMware vCenter, its simple visual approach to blueprint modeling, flexible self-service capabilities, and hybrid cloud support.

With CloudShell, sales engineers can easily deploy complex demo environments that include custom software configurations, third party services, services like SharePoint and databases, and network configuration.



Once published, SEs can deploy demo environments with one click. CloudShell handles all deployment tasks like spinning up VMs and configuring apps and delivers the environment via a dedicated web URL.

With Quali, we can deploy complex virtual demo environments faster, allowing us to better highlight the breadth of our solution offerings more effectively scale our demos.

RESULTS

 **200X Scale**

Time required to onboard a new SE or setup new environment reduced from 2 days down to 5 minutes.

 **30X Faster**

Deploying from master blueprints has reduced maintenance times for activities like patching and updates by 30X.

 **More Reliable**

Automatic deployment of standard demo environments has dramatically improved demo reliability and consistency.