



Solutions

The Product Launch Challenge



P R O M P T U

Your company continually launches products or services and you'd like a more effective way to manage this process.

Discover how Apple Computer uses eMarketing to manage their product launch efforts

So how do you provide your marketing organization, sales force, distributors and resellers with the information they need to successfully launch a new product? The task is usually daunting, expensive and can often consume valuable product life cycle time.

“Promptu is saving our company hundreds of thousands of dollars per year. With eMarketing, we don't need to print manuals or duplicate and distribute existing marketing materials.”

**Simon Saville
Global Brand
Standards Manager
Shell**

With eMarketing's set of rich applications, you can coordinate the efforts of your worldwide product launch team members to:

“Our users no longer need to build materials from scratch. eMarketing allows them to access any marketing materials and modify them immediately and effortlessly.”

**CEO/President
3Com**

- Effectively coordinate and develop all marketing information and materials.
 - Ensure all current data sheets, pricing information, packaging, marketing programs and specifications are easily located and ready for immediate distribution.
 - Minimize the expense of printed product marketing collateral materials and use of outside vendors.
 - Eliminate the need for time-consuming coordination and valuable resources to meet tight product launch deadlines.
- Reduce the time between product launches and the preparation of your marketing and sales organizations to promote and sell those products.
- Increase selling life cycles by decreasing the time-to-market for your products or services.
 - Provide immediate global access to current marketing information on your entire product line or service offerings.

Learn more about our Portal Builder Interface and how it can help you efficiently launch your products or services





P R O M P T U

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The Sales and Channel Effectiveness Challenge

You want to enable your sales and channel partners to close business quickly and effectively.

Learn how Pervasive Software has increased their sales and channel effectiveness through eMarketing

Many sales representatives are responsible for providing current product information to their indirect sales channel partners. This can become a time-consuming, non-productive process that often prevents sales opportunities.

Emarketing increases the efficiency and productivity of your direct and indirect sales channels so you can:

- Provide customization tools for sales representatives and partners to run their own sales and marketing programs

“Our account reps can easily go on line to access, customize and send materials to a customer or prospect.”

Pervasive Software

- Eliminate the need for your sales team to spend time processing information requests and completing other administrative activities

- Integrate your sales and channel marketing infrastructures to improve overall productivity and sales performance

- Enhance your current customer relationship management (CRM) system with superior partner relationship management (PRM) capabilities

- Provide an effective communication and logistical support source
- Enable global access to all marketing materials and product information
- Obtain immediate customer feedback to determine the effectiveness of your sales and marketing efforts to ensure continuous improvement

“We use eMarketing to help us deliver the latest product information, sales tools and co-marketing opportunities to channel partners faster and easier than ever before. This allows them to market and sell products more quickly and effectively.”

Pervasive Software

Find out how you can use our Portal Builder to provide your sales and channel teams with tools to access and repurpose sales and marketing literature