

Avangate Case Study: Telestream

Video Sharing Leader
Leverages the Avangate
Platform and Tools to
Accelerate Growth



Telestream

ABOUT TELESTREAM

Telestream specializes in products like Flip4Mac and commercial video transcoders that make it possible to get video content to any audience regardless of its origin or format.
www.Telestream.net

OBJECTIVES

- Update and consolidate legacy commerce systems and processes with a single integrated and scalable platform
- Expand into untapped global markets and introduce and experiment with new pricing and business models

THE CONTEXT

Rapid organic growth and recent acquisitions had outpaced the capabilities of legacy billing, partner management, CRM and other systems.



CHALLENGES

Wanted to expand globally but, except for a few countries where it had a presence, Telestream didn't have the localization – payments, currency, pricing, service – to support its sales growth strategy.

Lacked the platform flexibility to introduce and experiment with new and multiple pricing and business models

SOLUTION

Telestream looked to a new ecommerce provider for additional flexibility and agility to set up the company for aggressive global growth and innovation, both now and into the future.

Avangate provided Telestream with the Commerce platform and guidance they needed to sell globally more efficiently. Additionally, the single platform offered consolidated reporting and management for direct and indirect sales, which gave Telestream visibility and control over its revenue streams. Telestream was also able to optimize processes and scale without adding headcount or infrastructure.

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As our business continues to expand rapidly around the world, our ability to scale and optimize every facet, including the commerce side, has been a key strategic focus of Telestream. In creating a unified commerce environment with Avangate's SkyCommerce, enterprise and consumer customers are supported the way they want to be and internal operations have become much smoother. With Avangate, we have a strategic partner that not only optimizes our current business but will foster and support our growth.



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Accelerated direct web sales and significant growth

Affiliate channel sales nearly **doubled within one year**

Increased sales via multiple touchpoints, while consolidated and optimized existing in-app purchases

Introduced automation - automated cart abandonment campaigns alone drove an **additional 4% increase in sales**

Introduced subscriptions, pro-rations and other **revenue models and pricing strategies**

Improved processes and systems: CRM integration via API usage, improved partner management, seamless migration of affiliates from other networks

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How Avangate Can Help You

Avangate helps Software and Cloud services companies increase their online sales across touchpoints and business models, as well as profitably scale and enter new markets.

Avangate's solutions include a full-featured, modular and secure Commerce platform, which integrates online eCommerce, a partner order and revenue management solution, as well as a constantly expanding worldwide affiliate network.

Contact us today.