

Avangate Case Study:

Lavalys

Success Stories

The Client



Company: Lavalys

Software: EVEREST - Integrated management and monitoring solutions for Windows-based systems

Website: www.lavalys.com

Based in: Canada
Customers: On six continents worldwide
Resellers: Network of 100 partners

Lavalys was established commercially in 2003, with its flagship product, EVEREST Ultimate Edition, dating back to 1995. Lavalys offers IT administrators an “all-in-one” tool to strengthen IT security, mitigate risk and manage IT resources.

Online and Offline Software Sales

Lavalys software products are sold online, on the Lavalys.com website, as well as offline, through a network of almost 100 reseller partners. Lavalys employs a channel-only strategy, marketing products offline exclusively through resellers.

The Challenge

Lavalys confronted themselves with the following issues:

➔ **Delays in sending license information for orders placed via resellers**

Lavalys products are essential for IT managers, therefore it is critical for end-clients to be able to access license information without delay.

For online sales, this was already the case. Sales from the distribution channel however required Lavalys staff to process orders manually.

➔ **Internal resources spent on processing orders, billing & collection**

In order to manage orders and payments from the reseller channel, Lavalys sales and accounting staff had to spend a considerable amount of time issuing invoices, chasing payments and matching payments with orders (across departments), especially as payments were sent via different avenues (offline through wire or via PayPal). This took time away from other activities, mainly business development for the sales team.

➔ **Lack of real-time, centralized information on channel sales**

Lavalys management required “The Big Picture”- an overview of channel sales at any given time, in order to be able to formulate more informed channel strategies and react faster to market changes.

While the eCommerce platform provided centralized, real-time reports on online sales, Lavalys channel managers had to manually reconcile disparate spreadsheets to create an aggregate view of product sales and revenue from reseller partners.

In order to address all of these issues, Lavalys decided to look for a comprehensive, cost-effective solution that would offer immediate electronic software delivery for reseller partners and take care of billing and collection with minimum intervention from Lavalys staff.

Snapshot of Benefits

- ✓ Save time & internal resources
- ✓ Improve customer satisfaction
- ✓ Have a clear view of channel sales
- ✓ Develop informed strategies

“Avangate has greatly improved Lavalys’ ability to track orders, organize, and especially respond to resellers requirements - from delays of up to 24 hours with the previous system, we are now talking minutes from end-customer requests to keys delivered, significantly reducing costs and internal resources.”

Pascal Marion
VP, Sales & Marketing at Lavalys

Success Stories

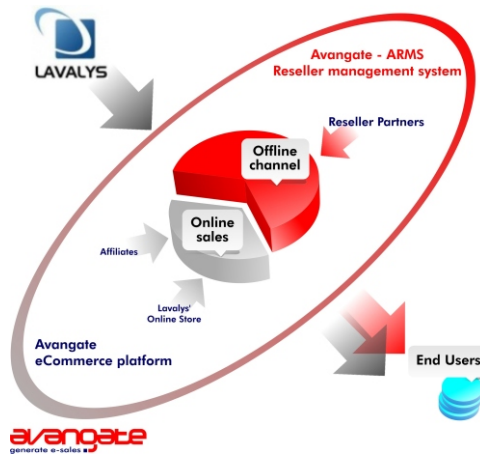
The Solution – reseller management tailored for software sales

Besides the Avangate eCommerce platform for software sales, Avangate also provided Lavalys with ARMS – Avangate Reseller Management System specifically designed for software sales, starting with December 2008.

Lavalys is using ARMS to eliminate the time delays in sending licenses for orders placed by reseller partners, consolidate order and payment information and solve the problem of resources spent on billing and collection.

Lavalys is also able to implement different channel strategies based on the two partner programs they employ – Silver and Bronze.

The flexibility of Avangate's eCommerce platform coupled with ARMS' capabilities meant Lavalys could effortlessly handle multi-channel software sales. ARMS enabled the client to scale channel operations and automate business processes.



“ ARMS makes it much easier for our resellers to place orders as they don't require any support or assistance for most of the cases.

They can also get licensing information automatically as soon as payment clears (or right away if they have the right credit) so they, and their customers, don't have to wait on us to process the transactions etc.

Also, it really helps consolidating all resellers' orders into the same system. Before, we used to have some orders placed offline through wire, others on PayPal, etc. The whole process was a little disconnected at times.

”

Pascal Marion,
VP, Sales & Marketing
Lavalys, Inc.

How Avangate Can Help You

Avangate provides solutions for electronic software distribution and reseller management, assisting software companies worldwide in successfully selling their products online and at the same time efficiently managing a distribution network.

More information can be found on the corporate website, at:
www.avangate.com

Roles

Benefits from using ARMS

Lavalys Channel Sales and Accounting Teams	Save time & internal resources Orders are easily placed within ARMS, 24x7x365. The process is automatic, does not require Lavalys' intervention.
Lavalys Management	Have a clear view of channel sales All channel information is at your fingertips, leading to more informed channel strategies and faster decisions.
Resellers	Speed up product delivery to final customers Have access to end-customer information, marketing materials and sales reports.
End-customers	Get licensing information immediately As soon as payment clears or right away if resellers are within their credit limit.

avangate
generate e-sales