

Client: VSO Software

Success Stories



Client:

Software: CD and DVD burning software

Site: www.vso-software.fr

VSO - Successful Software Producer

VSO Software produces CD and DVD burning software for beginners and experts alike. A wide range of tools is available to complete daily backup jobs and multimedia creation. Free trial products are available for download. VSO products are well acclaimed by the software community and have received awards and testimonials from numerous download sites, such as: TOPVideoPro.com, Tomdownload, BurnWorld, TopShareware, Burner-software, CuteApps, SharewareOrder, ShareUp, PadRing, Daolnwod, SoftAwards etc.

The Project

Customer satisfaction is a very important concern with VSO and is translated throughout its philosophy: from software business logic and interface to installation support and further on to commercial activities.

In August 2006, VSO decided to search for an alternative solution to back-up the online payment option - an unpredicted shutdown of the service would have been unacceptable.

Keywords for research were: cost-efficient, secured, and reliable. Avangate came to meet all these requests as well as much more, proving itself a trustworthy partner for VSO.

Objectives

Requirements for Avangate were to securely process orders made by credit card on VSO website, as well as be flexible in integrating various sales & marketing tools, all in a cost efficient manner. Avangate set their objective even higher: prove itself to VSO as a real partner for business development, much more than a simple e-commerce solution provider.



The Avangate solution tested successfully

VSO implemented the Avangate eCommerce solution for an initial testing period of 2 months with a load balance in the first month of 10% and 50% in the second month. Currently Avangate is the default credit card order processing option.

Besides the online payment facility and fraud prevention, the Avangate solution also offered built-in features and tools such as cross-selling, sales promotion management, real time sales reports forecasting tool and statistics.

Key issues

- Flexible solution - ability to develop new features upon request
- Honest business approach
- Quick responses to emerging needs
- Proactive attitude and strong business perception
- Dedicated contact: sales and technical

The challenge

VSO Software wanted to find an alternative solution for processing online credit card orders to back-up the existing solution with the same integration into their backoffice. Avangate challenge was to highlight the added value brought by the solution itself as well as by the team: flexibility, quick response, reliable order management.

In brief - Avangate solution for VSO Software

- eCommerce platform for online software sales
- Multiple payment options, including PayPal
- Cross-selling tool, sales promotion management
- Real time sales reports, forecasting tool and statistics
- Backup CD
- Gift Option
- 24/7 end-customer support via phone and email

The Avangate solution tested successfully continued...

Moreover, some features that were under development at the time gained value when confronted and customized according to VSO input. A true team was formed: client VSO and provider Avangate.

Above all, Avangate came with the right attitude for doing business - honesty - reflected in ongoing availability for consultation, feature development and in well estimated pricing per service.

Avangate's Flexible Solution

Working together with VSO proved an extremely rewarding experience as new features already under development with Avangate were improved due to the former constant feedback and openness. The Avangate R&D team took up to the challenge, managed to take in client's input and translate it into trustworthy e-commerce functionalities.

When technological developments are made with a keen eye to beneficiary business and they take into account all the valuable client feedback, the resulting features will most definitely do well. The person-to-person approach Avangate maintains was quite helpful in this respect - it means that clients permanently have a dedicated sales contact as well as a technical one in order to best fill in all needs. This was particularly appreciated during the VSO account implementation as the development rhythm was so fast that it definitely needed steady contact with the

technical department; going through complicated information flow procedures would have probably slowed down most of the efforts.

● Gift Option - taking advantage

Avangate is constantly investigating and developing new marketing and sales tools aimed at boosting online software sales. One of the tools included in the Avangate 2007 Q1 road map was the Gift option.

There was a perfect match again. VSO was just conducting an opinion poll that highlighted the end-customer request for such an option. Understanding the potential of this feature in terms of increasing revenues, VSO requested Avangate to make the gift option available in time for the December 2006 holiday season. Avangate responded positively and speeded up the development process in order to release the feature ahead of schedule.

● Backup CD - bringing in more sales

Also during December 2006, Avangate launched the Backup CD, designed to increase software sales and enhance end-customer satisfaction. The Backup CD service provides software vendors with a competitive advantage as they can supply clients with a physical copy of the purchased software as well as make use of a marketing tool where customization is complete, both in terms of content and cover layout. VSO implemented the feature as soon as it became available - good service for a fairly estimated price.

Client feedback

"Working directly with Avangate team made us value them as real partners not just as other e-payment providers. They were quick to implement our requests and we truly believe this is helping our own sales as well as other publishers'. If Avangate keeps its capacity to innovate as well as its 'each and every client is important' attitude, I think they can really outperform the leading providers on the global e-commerce market."

Fabrice Meuwissen

Executive manager

VSO Software

How Avangate can help you

Avangate is an e-Commerce platform for electronic software distribution, providing all the tools and expertise you need to accept payments online, optimize the sales process and increase your visibility on the World Wide Web.

For more information visit our website at www.avangate.com, email us at info@avangate.com or call +31 20 890 8080.

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