



« GLOBAL EVENTS »

THE BUSINESSES THAT WILL WIN TODAY IN DIGITAL MARKETING WILL BE THE ONES WITH THE DEEPEST UNDERSTANDING OF WHAT PIECES OF THE EQUATION DELIVER VALUE.

GLOBAL EVENT PLATFORM

THE RUNDOWN

Autodesk, Inc., is a leader in 3D design, engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries—including the last 19 Academy Award winners for Best Visual Effects—use Autodesk software.

Global Event Platform

The Event Publishing Tool enables Autodesk employees and partners to create and manage product presentations, training, road shows, local events or webcasts.

Translated into 22 languages and rolled out for a total of 42 regions, all worldwide events by Autodesk and its partners are now managed by the new “Global Event Platform”.

THE GOALS

- Shortening the sales cycle by two weeks
- Increasing the conversion or close rate by 20%
- Lowering the cost of customer acquisition by 15%
- Increasing revenues by 20%
- Increasing gross profitability by 10%
- Improving customer retention to 80%
- Increasing customer lifetime value by 10%
- Decreasing customer service complaints by 30%

THE APPROACH

- Teamsize: 10 + Offshore and Nearshore Development
- Method: Agile
- System: Amazon EC2
- Development: PHP
- Webservice: SSO, Salesforce, APRIMO

THE RESULTS

- 300,000 Page Visits with 90,000 registrations within 7 months
- Highest Conversion Rate: 27.87%
- 2.100 Registered partners and distributors



«BY UNDERSTANDING WHICH CUSTOMERS ARE IN EACH PHASE, WE CAN MORE ACCURATELY IDENTIFY THE COST OF ATTRACTING THEM THROUGH THE REMAINDER OF THE SALES FUNNEL.»

OUR TASKS



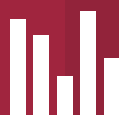
STRATEGY

- Goal analysis - use of existing technical and operational options
- Change Management
- Digital Transformation



MARKETING OPERATIONS

- Stakeholdermanagement
- Projectmanagement (PMI and Scrum)
- Lead Management
- Campaign Management
- Offshore & Nearshore Development



ANALYSIS & OPTIMIZATION

- Project Controlling and Optimization
- Risk Analasys and Minimization

FEATURES

Global timezones ; SINGLE SIGN-ON ; Cross-country publishing; Various filters for Microsoft Excel and Adobe PDF export and import; Customizable front-end configuration; Extended Search Options and Filters; Social media integration ; Responsive web design; Partner access Powerful deep linking; Customized confirmation emails; Multiple reporting features; Geographic representation of events (Google Maps) Customized confirmation email; After sales email notifications (Vote, Whitepaper, Offer,...); Web services to APRIMO, Salesforce and Siebel