



Vtrenz Delivers Full-Service, On-Demand Solutions for Marketers

Company Combines Software-as-a-Service Solutions with Quality Support to Satisfy Users' Marketing Requirements

Opening Thoughts

One of the greatest attractions of today's Software-as-a-Service (SaaS) offerings is that they are far easier to use than traditional software applications. These new, web-based solutions automate day-to-day business processes in a way that also enables organizations to better evaluate the effectiveness of their efforts.

Marketing automation is one segment of the SaaS market which is gaining interest and user adoption. The escalating demand for SaaS solutions in this area is being driven by companies that are facing significant challenges generating new sales in an increasingly competitive marketplace. Historically, it has been difficult to quantify the value of marketing campaigns aimed at generating new leads. As a result, there is often tension between the sales and marketing departments struggling to fill prospect funnels and track qualified leads.

However, many SaaS vendors today are offering narrowly defined solutions that fall short of meeting an organization's end-to-end marketing needs. Others are only providing web support mechanisms that do not go far enough to help users fully leverage the SaaS solution to achieve their business objectives.

One company which is addressing these issues and is experiencing significant growth, high customer satisfaction, expanding account penetration and strong referral levels is Vtrenz (www.vtrenz.com). The company has not only developed an integrated suite of on-demand marketing solutions, it has also created a patent-pending, multi-track, marketing automation platform. This profile will examine Vtrenz's unique offerings and customer support strategy.

Vtrenz's On-Demand Marketing Solutions

Founded in 1999 and headquartered in Fargo, North Dakota, Vtrenz has focused on helping marketing professionals produce measurable results that impact sales productivity and success. It currently serves over 270 customers worldwide.

Vtrenz offers an integrated suite of automated marketing solutions, backed by a dedicated team of support personnel with marketing experience that can help Vtrenz users achieve their marketing objectives. Vtrenz's on-demand solutions address the following marketing requirements—campaign creation, automation and management; data management; list segmentation; customer relationship management (CRM) integration; web and activity tracking; analysis and reporting.

Vtrenz's iMarketing Automation software service suite helps marketers plan, execute and analyze their integrated marketing campaigns. The Vtrenz solution is especially useful for mid-sized business-to-business companies conducting multi-step, multi-channel marketing campaigns which require careful segmentation, orchestration and lead generation tracking capabilities. However, Vtrenz's solutions are highly scalable to also appeal to smaller and larger companies.

Marketing campaigns often require significant involvement from a company's information technology (IT) department to pull together various data sources and create customized linkages between enterprise applications. Because IT teams are already stretched and the average marketing professional tends to have limited technical skills, the significant integration and customization requirements often prevented marketing teams from achieving their objectives.

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Vtrenz designed its web-based solutions to overcome these issues, be easy and fast to deploy, and simple to use. Vtrenz's on-demand solutions rely on a user-friendly interface and workflow engine which emulates typical marketing and sales processes. The Vtrenz solution also leverages a centralized database, ties into established data sources and integrates with third-party on-demand applications via web services and application program interfaces (APIs), including Salesforce.com's AppExchange and Microsoft's Dynamics CRM platform.

Vtrenz' on-demand software permits marketers to develop user-defined segments and behavior-based rules to properly target and funnel leads. They can segment their database based on customer preferences and responses to campaigns. They can use automatic lead scoring mechanisms to identify prospects ready to buy and refer qualified leads to the sales team within the same suite of services without having to transfer data from application to application. By synchronizing customer data and activity history within Vtrenz's integrated suite, companies can reduce needless and costly data reentry work, ensure consistent and accurate customer information, and improve their interaction with prospects to close new business and increase penetration within existing accounts. The Vtrenz suite also enables marketers to easily report the results of their marketing campaigns and business executives to measure the effectiveness of their marketing efforts. The analytical capabilities enable users to track activities, response rates and set quantifiable objectives for future campaigns.

The Vtrenz iMarketing Automation suite also helps marketers build integrated marketing campaigns using a content editor that has Microsoft Word-like feature to create personalized and attractive marketing content and collateral that can be distributed via email, direct mail, internet landing pages, web microsites and customer surveys.

Despite the intuitive user interface and integrated backend database which Vtrenz offers, many of the company's customers still need help formulating their marketing initiatives so they can fully leverage Vtrenz's functionality to conduct successful campaigns. Therefore, Vtrenz has invested in a skilled set of customer support specialists with extensive marketing experience who can help marketers properly plan their programs, execute their campaigns and evaluate the results. Much as Intuit did with its software support team in the 1990s and Salesforce.com has done with its "Success" managers today, Vtrenz has built a dedicated account management team which can respond to users' technical and marketing requirements.

This approach has increased user satisfaction and adoption levels of Vtrenz' solutions, and generated greater add-on sales. Customer satisfaction rates have been in the 85-90% range over the last three years, and 95% of Vtrenz's customers scored the company's account management service 'good' or 'excellent' in 2006.

Strategic Thoughts

One of the key drivers of the escalating growth of SaaS is its appeal to business unit end-users who are seeking to more fully leverage software applications without relying on their inhouse IT departments or requiring complex data integration schemes. Yet, many SaaS vendors are offering point solutions with limited support resources which fall short in meeting the needs of their customers.

Vtrenz's iMarketing Automation solution and dedicated account management approach permits marketers to more easily plan, execute and evaluate the quantitative results of their marketing programs from a sales effectiveness standpoint. With the easy-to-use Vtrenz solution, marketers can initiate more campaigns, generate more qualified leads and demonstrate more tangible value to management.

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