

INDUSTRY

Enterprise Software Company

ON24 APPLICATIONS

[ON24 Webcast Center](#)

SUMMARY

Softrax leveraged ON24's reliable webcasting technology to generate and identify highly qualified sales leads, while retaining corporate branding on all webcasts.

ABOUT SOFTRAX

Line of Business

Enterprise Revenue Management
Software Solutions

Headquarters

Canton, MA

Organization Size

125 employees

For Softrax, developing sales leads -- without spending a fortune -- is key to growing its business. And the single best way to do that, the Canton, Mass.-based software maker has found, is by providing free online seminars for its customers and prospects.

For several years, Softrax -- whose products allow companies to automate their entire revenue cycle, enabling them to cut costs and boost revenue, as well as comply with regulations such as Sarbanes-Oxley -- has been conducting monthly webcasts aimed at CFOs and other finance executives. The webcasts, which are introduced by Softrax president and CEO, Robert O'Connor, feature thought leaders from leading consulting or accounting firms discussing key aspects Sarbanes-Oxley compliance, and other challenging issues the executives face.

"Those webcasts have become one of Softrax' most important marketing vehicles," says O'Connor.

Objective: Reliably Develop Sales Leads with Brand Recognition

With hundreds of customers and prospects -- many of them upper-level executives -- watching the webcasts, it's essential that they go off without a hitch. It's also important that the webcasts be clearly marked with Softrax's brand image, reinforcing the company's role and name in executives' minds.

But finding a webcasting partner that could provide both a top-notch branding experience and outstanding technical execution was a challenge -- until Softrax began working with ON24.

Solution: One Provider for Performance and Branding

"We have used and/or reviewed every major player in the marketplace," says Stephen Foster, Softrax' director of marketing programs. "Until we started using ON24, we always felt as though we had to make a trade-off between reliability and getting the branded experience we wanted."

"ON24 does an exceptional job of delivering the performance we need to host large executive audiences," says O'Connor, "as well as the high quality visual impact and branding so essential to our marketing



efforts."

Results: Robust Reporting to Identify Highly Qualified Sales Leads

As valuable as it is, boosting its brand recognition is only the beginning of the return Softrax realizes from its webcasts. Thanks to ON24, the information Softrax gathers during its webcasts has become a major source of highly qualified sales leads. ON24's sophisticated reporting and polling capabilities allows Softrax to capture critical information about participants in its online events, including how long they participated, what questions they asked, and whether they attended more than one event on the same topic.

Using ON24's sophisticated lead evaluation technology, Softrax is able to not only gather a wealth of information on prospects who participate in its webcasts, but easily integrate that data into its sales

management program. With ON24, says Foster, what used to be a "tedious manual chore" is now a seamless process, which makes it simple for Softrax' sales force to know precisely where to focus its efforts.

For Softrax, the payback from beginning to work with ON24 was nearly immediate. Within three days of implementing the ON24 Webcast Center Platform, Softrax was able to host a live webcast providing information about regulatory compliance to an audience of over 500 people.

"With ON24 we've realized a unique balance of technical capabilities and performance necessary to host such large executive audiences, and high quality visual impact and branding so essential to our marketing efforts. ON24 does an exceptional job of delivering those critical requirements."

- Robert O'Connor, President and CEO, Softrax



Softrax Event Console Sample

