

# Industry-leading software manufacturer boosts sales with HCLTech Demo Factory

HCLTech helped boost sales and advance the client's mission of enabling people and organizations to succeed

Even the most successful companies aim to improve their sales and this world-class software manufacturer is no exception. The client, a multinational technology corporation that produces software, electronics, personal computers and related services, was experiencing challenges with its product demos, a key tool in closing sales. The challenges interfered with the demos' ability to accelerate the sales cycle. They turned to HCLTech to accelerate, optimize and improve the quality of demo production for client groups. As a long-term HCLTech client, the company trusted HCLTech to work with their stakeholders to construct a solution to build meaningful and functional demos that improve their prospects' CX.



## **The Challenge:**

Turning demos from products to end-to-end solutions

The demos designed by the client's product engineers focused on features and technologies that highlight and champion the products, not specific end-user industry or business needs. Even demos for business applications such as ERP, CRM and cloud business services applications were presented as products rather than solutions to a customer problem.

## **The Objective:**

Build impactful and persuasive demos

HCLTech and the client noticed the most persuasive product demos show an end-to-end solution for a particular customer problem. For instance, if a prospect wanted to launch an e-commerce site, integrate the site with ERP and CRM software and build technology that lets customers use the site on their smart phones with their own specific data, a demo that showed how the prospect could accomplish these goals would be invaluable. The client's sales team was demanding these type of demos to help successfully close customer deals.

## The Solution:

### Developing a new approach for building demos

The client understood that a new approach to developing demos would help convince prospects to purchase its products. It trusted HCLTech to take ownership of its demo program, build the tools, automate the process and run the program in a factory model.

The HCLTech team constructed a factory to create demos for the client's ERP and CRM apps; its AI, machine learning, business intelligence, microservices, app development, app connectivity software apps and some of its third-party tools. HCLTech also created industry specific cloud demos for retail, healthcare, manufacturing, financial services and non-profit, with more in the works. HCLTech advised the client's technical sales team on marketplace trends and key challenges facing prospects and customers. The company worked with the client to understand what it was doing from a product perspective with customer purchases and business challenges. These insights helped the client derive a clear ROI and faster adoption while helping HCLTech deliver demos that resonated with the demo's audience.

The Demo Factory serves three client groups, including product engineers, marketing and technical sales teams for five product lines,

senior business leaders and analyst relations. In 2020, the demos received 1 million views on various platforms.

As a best practice, before HCLTech begins constructing a demo, the team gathers key requirements from the client and collaborates with client's sales teams to define the strategy to develop a winning demo. Next, HCLTech focuses on the demo infrastructure and the quality of the demo's data, making sure the numbers align with the prospect's business goals and are consistent, up-to-date, live and relevant to a prospect. All environments are built with client industry specific data and images and adhere to privacy and legal considerations.

Demos built in the Demo Factory use data interconnected among features and tasks, so they perform like the actual solution. Business rules mimic a live instance, so viewers understand the prescribed flow and additional capabilities allow for discovering, manipulating, automating and analyzing data as well as AI and UI. In short, the demos are as close to real as demos can get.

Demo users are provided a dedicated individual link and unique username and password to log in. This is valid for 120 minutes to ensure security control and protect the integrity of the individual user's demo experience.



## The Impact:

# Accelerating demo production with both speed and quality

HCLTech's Demo Factory represents a paradigm shift in product demos and is one of the most impactful programs the client has. It has received enterprise-wide appreciation. In 2020, HCLTech built 20 non-customized "master" demos and using the master demos as a baseline, the team created 350 demos



**HCLTech is the only company that could offer skillsets across the technologies and deliver demos at a very quick pace... I'm looking for integrated, holistic and end-to-end demos.... HCLTech is the only company that can deliver,"**

said the client's Marketing Director.

customized to specific prospect scenarios for the client. By using the HCLTech Demo Factory, the turn-around time for building master demos reduced from four months to four weeks, and custom demos are most often delivered in two weeks. The time to market for a product launch has decreased from three or four months to four to five weeks.

The client and HCLTech agree that the Demo Factory helped advance the client's mission of enabling people and organizations to succeed, while crucially boosting sales. Now that the mission has been accomplished, the HCLTech team can't wait to use its robust model to create demos for future clients in any industry.



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