

Trapeze Networks Boosts Web Marketing Sophistication, Effectiveness Using the Broadchoice Web Platform

Trapeze Networks®, a leading provider of NonStop Wireless™ network equipment, markets directly and through partners to large corporate enterprises, educational institutions and health care entities. Its Web presence is a major means for lead generation and providing invaluable sales tools and information to its partners. As the company has continued to grow, the need for its Web sites to be robust and efficient has escalated.

At the same time, Trapeze Networks needed a Web marketing platform that eliminated the hassles inherent in creating and maintaining Web sites and managing effective online marketing while minimizing resource requirements. The company needed a Web solution that would be successful and run efficiently with minimal marketing staff and budget investment.

Steve Asche, senior marketing director, and his small staff of marketing professionals, required a Web system which would help drive revenue growth for the company by connecting them with partners, customers and prospects at an affordable cost.

BROADCHOICE MEETS TRAPEZE'S NEED FOR SPEED TO MARKET

As the company was growing, expectations of Asche and his team to achieve results continually increased. The team was dealing with greater numbers of online users, a requirement for a customized approach for different user audiences, an escalating need for marketing sophistication and of course, faster lead-generation results.

“We were spending time and money using specialists to post information to our sites. Every time I wanted to make a change to the old Web site or partner site, the specialist would have to update the HTML to reflect new content,” said Asche. “For example, when I want to post something simple like a press release, I don’t want to take extra time. It’s much faster and cheaper to enable the content producers to post information than to use a third-party to do it.”

Asche and his team needed a platform that would work accurately and effectively with minimal staff focus. “The demands of the business would not allow an in-house approach, and we had to move quickly to generate leads,” said Asche.



Asche and his team chose the Broadchoice Web Platform™ and got started right away creating and implementing two Trapeze Networks Web sites, one for the public and one for partners. Using the Broadchoice workshop, the team made quick work of launching the sites and soon realized it was both cost-effective and easy to customize many versions of the site for different user audiences.

With Broadchoice, the marketing team at Trapeze had one central repository for all Web information and resources to maintain, and one place to update content -- which is visible in multiple places. For example, with Broadchoice it is possible to update datasheets once and have the new versions populated automatically across multiple sites. This saves time and money in identifying all the places the datasheet resides and making the same set of changes multiple times.

BROADCHOICE WEB PLATFORM IMPROVES TRAPEZE NETWORKS CAMPAIGN SUCCESS

Asche found that with Broadchoice, he and his team were able to focus on priority number one – generating leads for revenue growth – rather than having to spend valuable time maintaining multiple Web sites. Trapeze has conducted more than 100 separate online marketing campaigns using Broadchoice in the past 16 months. Campaign results were tracked through Broadchoice, so it has been easy to determine which efforts are effective and which are not.

“My staff and I are able to continually and efficiently improve our campaigns,” said Asche. “We can identify what works quickly, and find ways to improve on even the best campaign ideas.”

Because Broadchoice integrates with Salesforce.com, which Trapeze Networks uses for customer relationship management, and provides rich landing pages to support campaigns such as Webinar registrations and Google Search Pay-Per-Click advertising, Trapeze was able to link all steps of the marketing and sales cycle, resulting in increased revenues for the company.

“With the Broadchoice Web Platform, we’re able to deliver a huge number of qualified leads to our sales organization and drop those directly into Salesforce.com for big efficiency gains,” said Asche. “This has allowed us to generate more sales pipeline.”

TRAPEZE NETWORKS PLANS FUTURE MARKETING CAMPAIGNS USING BROADCHOICE SOLUTION

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– Steve Asche
Senior Director of Marketing

Asche and the Trapeze Networks marketing team plan to continue using the Broadchoice Web Platform for site content management, lead generation and connecting with partners, customers, prospects and even internal marketing and sales people. Asche plans to utilize the platform in the future to create communities of users, providing richer content and discussion capabilities while making the sites more interesting. He also plans to utilize the Broadchoice solution to expand outbound marketing for greater sales success.



BROADCHOICE

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DESCRIPTION

Trapeze Networks is a leading provider of enterprise wireless LAN equipment and management software. Trapeze was the first company to introduce NonStop Wireless—delivering unmatched reliability to the enterprise wireless LAN. Its solutions are optimized for companies requiring mobility and high bandwidth such as healthcare, education, and hospitality. For more information visit www.trapezenetworks.com.

OBJECTIVES

- Eliminate hassles of getting a Web site up and running; simplify creating and maintaining multiple sites.
- Generate revenue and improve business results through demand generation and campaign management.
- Connect with partners, customers and prospects through a more personalized user experience.
- Achieve high campaign success rates and manage multiple sites at an affordable cost.

SOLUTION

- Broadchoice Web Platform™, an on-demand solution to help design web sites, micro sites and landing pages, marketing campaigns to generate demand, and build customer, employee and partner communities using latest online communication vehicles.

RESULTS

- Trapeze Networks implemented a sophisticated Web presence, including localized sites for the public, partners and an internal marketing Intranet, with relative ease using the Broadchoice Web Platform.
- Trapeze Networks marketing staff easily manages 15 sites where previously even maintaining just two sites (one for the public and one for partners) was cumbersome.
- Trapeze has been able to capture information on visitors in order to increase its contact database by tens of thousands of people.
- Trapeze can monitor partners using the partner Web site content and can customize its communication approach based on this information.
- Trapeze has completed more than 100 online marketing campaigns in approximately 16 months and has been able to easily measure results for future campaign planning.