



ScanSource positively impacts sales & customer relationships with Showpad

About ScanSource

ScanSource is a leading global provider of technology products and solutions, focusing on point-of-sale (POS), barcode, physical security, video, voice, data networking and emerging technologies. It operates from two segments, Worldwide Barcode, Networking and Security, and Worldwide Communications and Services.



About ScanSource

- **HQ** Greenville, SC, USA
- **Founded** 1992
- **Industry** Wholesale
- **Employees** 1000–5000
- **Annual sales** \$3 billion

Challenges

Prior to implementing Showpad, ScanSource faced several challenges. These included:

- Sales teams were using print catalogs, which increased the risk of using outdated content. This also made it tedious and inefficient for resellers to find appropriate products in their vendor portfolio.
- Sales teams and resellers had minimal awareness of the marketing content that was available to educate customers and close deals.
- The organization lacked a comprehensive mobile solution that would allow it to deliver more customer value and expand its global reach.






Solution: Showpad

After exploring various options, ScanSource determined that Showpad was the ideal solution for:

- Hosting all of the company's product sheets, price lists, case studies, promotions, and other collateral in a single, centralized environment
- Creating a dynamic, guided mobile selling experience
- Helping both internal teams and resellers manage content individually
- Providing a range of powerful features in an easy-to-use way

"We quickly realized that Showpad offered everything that we needed to solve our problems," said Maurice van Rijn, President at ScanSource, Europe. "We also discovered that it had extra benefits that would help us even more. For example, we were very impressed that our resellers could access Showpad through the cloud and publish their own content. That was a huge advantage and has proven to be very effective!"



RESULTS

Thanks to Showpad, ScanSource has increased:

- Sales by using continuous insights into content usage across the sales cycle
- Content usage by the inside sales team and resellers
- Brand awareness and mindshare by distinguishing itself from the competition
- How quickly new hires and resellers can be onboarded, and successfully start selling

"Thanks to Showpad, we now have a comprehensive and ScanSource branded mobile solution that we call PartnerPAD. It enables our sales team to deliver even more value to our customers, while supporting our resellers to be more effective and efficient," Maurice explained. "By conducting business in a more dynamic way via mobile devices, we are adding more value to our products and solutions, and have a more professional image. We couldn't be happier with our decision to choose Showpad. Simply put, Showpad lets us work smarter and achieve better results. It is everything we expected and more."

ScanSource won the 'Indirect Sales Enablement' award at Showpad's Sales & Marketing (SAM) Excellence Awards 2015. The SAM Excellence Awards recognize teams that push boundaries and explore the limits of sales and marketing alignment.