

ADOBE CONNECT STREAMLINES SALES

H2O - OVERGROUP

Overgroup is a software-as-a-service company that provides a complete recurring revenue and customer management solution for Communications, IaaS and SaaS providers. Flexible, scalable and secure, Overgroup's H2O provides companies complete solutions to obtain customers, support services, bill services, collect revenue, and manage operations. In other words, do more with less.

EXECUTIVE SUMMARY

Overgroup drives sales initiatives with CallTower's Adobe Connect solution. Business initiatives at Overgroup required an online collaboration tool that provided robust engagement with real-time screen-share and video to present their cloud-based software to future customers. They researched and trialed several tools which they found to be inflexible, slow and not unimpressive. When the opportunity presented itself to evaluate CallTower collaboration tools they found more than just great tools they found a great business partner.

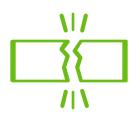


AGILE, POWERFUL SALES SOLUTION

ADOBE CONNECT | CASE STUDY

THE CHALLENGE

Overgroup was frustrated by the limitations of the collaboration tools being used by his team and poor support being offered by the collaboration provider. These issues impeded their ability to execute their ideal presentation strategies and close sales. **The main online tools they used to share their sales presentations with future customers were:**



INFLEXIBLE



SLOW



UNIMPRESSIVE

“ We struggled with video quality and responsiveness on our web-based demos which led to clients missing functionality and sales reps being forced to back up and repeat themselves, it wasn’t professional and hurt our sales opportunities ”

-Brent Maropis, CEO of H2O - Overgroup

THE SOLUTION

Overgroup required a provider that would navigate their needs and provide a solution that delivered professional, engaging, real-time results, would grow with the business and was easy to use.

THE CHOICE

The choice was CallTower. According to Maropis, “All of the tools we looked at previously had very similar price points, but none had the responsiveness and the flexibility we needed to show different types of media in our online meetings. We choose Adobe Connect powered by CallTower because they provided the most complete collaboration solution available and CallTower is a great team providing us with outstanding customer service and support.”

ADOBE CONNECT | CASE STUDY

THE RESULT

Traditional conference calls and online meetings weren't sufficient for adequately communicating the sophisticated, information Overgroup needed to relay to potential clients. There was a lot at stake to find an affordable solution that could effectively close the sales gap and create faster ROI.

30% CLOSE RATE INCREASE

Adobe Connect powered by CallTower has paid off. Maropis says, "We consistently save at least a week from the time we send an executable agreement to the time a client signs, by collaboratively walking our client through the paperwork vs. emailing and waiting for the client to sign and return it. We utilize this tool 100% of the time when presenting our cloud based software to future customers and Adobe Connect powered by CallTower has increased our closing rate by approximately 30%."

Overgroup's critical communications challenge has significantly improved since adopting Adobe Connect powered by CallTower. In addition to superior meeting outcomes this tool resulted in a more trusted and committed long-term relationships with their clients.

ABOUT CALLTOWER

CallTower exists to connect people and organizations. CallTower is a leading provider of cloud-based, enterprise-class unified communications and collaboration solutions for growing organizations worldwide. We provide an innovative platform to deliver best-of-breed communication solutions with industry leading support. We enhance our clients' strategic and operational capabilities by integrating best of breed business phone service, mobile applications, email hosting, unified messaging, instant messaging, audio, web and video conferencing, collaboration tools, contact center, cloud services and global networks into one reliable platform.