



MAXAVA
MAXIMUM AVAILABILITY



How Maxava Improved The Productivity Of Its Global Team



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Widespread international reseller teams share a consistent message - and Maxava's status as a leader in innovation is reaffirmed.

What would you do if you knew that your first impression could make the difference in a sales presentation worth tens of thousands of dollars? That was the question facing Maxava, a specialized IT company based in New Zealand.

Because many large corporate clients trust Maxava to ensure high availability of their servers and data, the global firm places a high priority on consistency throughout its messaging and sales process.

"It's critical that our message resonates with partners and customers in far-flung markets," explains Simon O'Sullivan, Founder and Executive VP.

More Opportunity Brought Greater Complexity.

In an effort to expand its reach, Maxava partnered with an extensive network of resellers. The firm's sales force, positioned strategically around the world, would support these resellers' efforts, in addition to making in-person sales presentations themselves.

Quickly, Maxava realized that leaving it up to each remote individual to update sales materials manually increased the risk that a sales prospect would see out-of-date messaging.



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Maxava Sought Out Showcase To Ensure Greater Consistency.

“We had tried a number of strategies to ensure our team delivered a consistent, high quality message but Showcase provided the opportunity to take that to a whole other level” says O’Sullivan. “We’ve been very pleased. The ability to centrally control the Showcase platform preserves the essence of our message, irrespective of whether we’re delivering it in Orlando, Oslo, or Osaka.”

“By virtue of having very professional materials in a slick presentation format, Showcase has elevated the ever-important first impression we make on prospects and partners.”



One Showcase. Two User Groups. Exponential Impact.

To support their resellers’ sales efforts, Maxava shares a consolidated version of their Showcase presentation. The expanded presentation, reserved for Maxava’s internal sales force, includes materials to support and educate resellers: information about market size, segmentation, the selling points of Maxava’s offering, and the sales support they can expect.

According to O’Sullivan, “We’ve seen a real benefit with Showcase. It has supported our goal of being viewed as leaders in our space, no matter where in the world we’re engaging with potential partners or customers.”

Roxanne Mulvaney, Senior Marketing Manager, concurs: “Showcase fits with our profile as innovators. It’s another sales tool that we can offer our partners. It has allowed us to standardize our response to requests for marketing materials; we can just say “It’s all in Showcase.” It’s easy to keep everything organized. And our sales reps like the email sharing functionality. They like being able to share a piece of collateral with a prospect, confident that it’s the latest version.”

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