

ON24 CUSTOMER CASE STUDY

SAP HANA CUSTOMER SPOTLIGHT PROGRAM



CASE STUDY BACKGROUND

INDUSTRY

Technology

ON24 SOLUTION

Webcasting Platform 10

SUMMARY

SAP chose the ON24 Webcasting Platform 10 to deliver its bi-weekly series of customer-led webcasts promoting the SAP HANA platform. SAP uses the platform's media-rich webcasts and its powerful data capture, reporting and analytics for demand generation and lead nurturing. The webcast series is credited with influencing over \$100 million in SAP HANA revenue in 2013.

INTRODUCTION

SAP INVITES ITS HANA CUSTOMERS TO SHARE THEIR SUCCESSES

The SAP HANA technology platform was introduced into the market in 2010 and has been extremely well received.

In 2012, SAP tapped into its satisfied customer base and created the **SAP HANA Customer Spotlight Program**, where customers share with the general public how the platform is enhancing their businesses. The call series invites customers to describe their success with SAP HANA during a one-hour webcast and take questions from participants via an interactive chat. The events are all recorded, archived and posted to the SAP HANA website for on-demand availability and further promotion.

This bi-weekly webinar series is a powerful pipeline-acceleration program—nurturing leads by enabling these prospects and existing SAP customers who have shown an interest in HANA to hear customers' first-hand experiences with the SAP HANA platform.

SITUATION

PROVIDE A ROBUST AND RELIABLE WEBCASTING PLATFORM TO REACH ALL INTERESTED PARTIES AND PROSPECTS

After executing several webcasts, SAP recognized that their current web meeting platform was limited in terms of:

- Audience size restrictions
- Limited browser options
- Non-user-friendly tablet/smartphone experience
- Inability to capture important audience metrics
- Failure to integrate attendee data into the sales pipeline

SAP needed a more flexible and scalable platform to match the scope, visibility and specific technology demands of its premiere Web-based customer call series.

SOLUTION**LET SAP FOCUS ON FINDING CUSTOMERS, AND ON24 WILL TAKE CARE OF THE REST**

SAP realized they could offer a better user experience with ON24 technology and transitioned the SAP HANA Customer Spotlight Program onto the ON24 Webcasting Platform 10. One week prior to each event, the presenting customer is taken through a practice session with SAP and ON24 personnel to ensure the presenter is comfortable with the process. On the day of the webcast, the customer simply shows up and presents; the webcast itself is 100% managed by ON24.

The SAP HANA marketing team utilizes a number of the ON24 platform widgets to enhance each call. Among them is the transcript widget, which allows the team to quickly search the webinar content and identify key verbiage that they can potentially use via:

- Meaningful customer sound bites
- Noteworthy HANA platform topic areas
- Important Q&A content

“The whole intent of this program is to allow the customer’s voice to be heard. ON24 takes care of all the deliverables we need a third party to take care of in order to get the webinar done; we get to focus on finding the best customers to tell the best stories.”

— SCOTT FELDMAN
SAP GLOBAL HEAD
SAP HANA CUSTOMER COMMUNITIES

RESULTS**INCREASED HANA EXPOSURE, BETTER DATA CAPTURE, EFFECTIVE PIPELINE ACCELERATION**

The webcast program is meeting SAP’s goal of educating prospective customers who want to learn about the HANA technology platform from their peers who have already adopted the technology.

In 2013, SAP ran 20 webcasts featuring an array of customers in varying industries and in multiple time zones. In every webcast, the ON24 platform captured all the information SAP desired and required. Participant data is automatically fed into the SAP CRM lead capturing and management system, which actually runs on SAP HANA in the cloud. The prospect’s progress through the pipeline is continuously tracked and monitored.

To date, the SAP HANA Customer Spotlight Program has:

- **Generated more than 2,600 registrations and over 700 webinar attendees**
- **Influenced over 200 opportunities, amounting to over \$100 million in measurable pipeline revenue**

The program’s success has increased visibility and name recognition throughout the SAP organization and triggered plans to expand the Spotlight series to address big data, mobility and other hot topics, as well as to offer webcasts in multiple languages, depending on regional preferences.

HOW SAP HANA MEASURES WEBCASTING EFFECTIVENESS

OBJECTIVE: Increase awareness of the SAP HANA platform with existing SAP customers as well as prospects, fill the pipeline and generate sales.

STRATEGY: Deliver a bi-weekly webcast series where actual SAP HANA customers, and not SAP sales and marketing staff, discuss their experiences running the platform in their businesses.

RESULTS: The SAP HANA Customer Spotlight webcast program has been successful in educating prospects about the HANA technology platform. In 2013, the webcast series generated over 2,600 registrations and more than 700 webinar attendees. The SAP HANA team estimates that the webcasts have influenced more than 200 opportunities, amounting to over \$100 million in measurable pipeline revenue.