



OpSource[™]
The SaaS Delivery Experts

Case Study

OpSource Clears the Way for ClearMeeting™ to Launch Web Conferencing on Salesforce.com

“OpSource’s insights and hands-on support were invaluable in helping us accelerate the launch of our sales tool on AppExchange. They provided a level of knowledge and experience with Salesforce.com that we have not seen elsewhere—not just on the technical side, but also in terms of marketing and business development.”

— Marjie Zander
President and CEO
Audiocast Inc.

On-Demand Company

ClearMeeting™ offers “no-frills” web conferencing tailored to the needs of sales professionals. A powerful sales tool, ClearMeeting™ adds visual elements such as PowerPoint slides, photos, graphics, Web pages, surveys and polls to real-time telephone sales calls. ClearMeeting™ SA is certified on the AppExchange, providing integration with Salesforce. That means a Salesforce user can start a ClearMeeting without ever leaving Salesforce -- and when the meeting ends, detailed Meeting Reports appear in the Event History for the Salesforce Contacts and Leads who participated in the meeting.

Clear Meeting Requirement

Recognizing a large market for its niche offering, ClearMeeting needed a complete solution for delivering Software-as-a-Service (SaaS) and meeting rigorous Salesforce.com certification requirements. Guaranteed uptime, strong security, and cost-effective scalability were all essential criteria for success. Since ClearMeeting had to focus its resources on product development and marketing, the company needed a partner that could assume full responsibility for SaaS delivery and end-user support, as well as engender a collaborative relationship to help maximize business opportunities with Salesforce.com.

Complete Solution

OpSource On-Demand provides ClearMeeting with a comprehensive SaaS portfolio, including a complete, fully scalable SaaS infrastructure, Success-Based Pricing, and 24 x 7 customer support. What’s more, OpSource provided insights and hands-on assistance to help qualify ClearMeeting SA for AppExchange—ultimately enhancing the product offering and accelerating launch readiness.

Customer Profile



Audiocast Inc.
ClearMeeting Division
One Northfield Plaza, Suite 300
Northfield, IL 60093

www.clearmeeting.com

Industry
Web conferencing

OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

Key Benefits

- Provided product guidance to optimize solution for Salesforce.com
- Facilitated and accelerated certification for AppExchange
- Enhanced customer satisfaction with 24 x 7 end-user support
- Assured 100% uptime and strong security to meet rigorous Salesforce.com requirements
- Enabled cost-effective growth with predictable expenses

Having evolved the delivery of its web conferencing tool from the application service model, to a packaged appliance, and finally to an in-house SaaS offering, ClearMeeting understood the challenges in meeting uptime, security, and support demands. In addition, ClearMeeting had experienced its share of difficulties working with traditional hosting companies. For its AppExchange launch, ClearMeeting required a level of business support that

You Build It. We Deliver It.

Complete Solution (continued)

would handle the technical challenges, allow a smooth entry into the Salesforce.com market, and free internal resources to focus on product excellence and marketing.

Marjie Zander, President and CEO of Audiocast, maker of ClearMeeting SA, says, *"We get technology out of the way, so sales professionals can focus on the message - not the medium. We provide sales teams with a basic prospecting and presentation tool. This allows them to reach more prospects and spend more time selling. It's a perfect fit for Salesforce.com subscribers. But inclusion in the AppExchange involves an extremely rigorous certification process, requiring details about security, operations management, and data center policies that we simply did not have the time and resources to address on our own. Thanks to OpSource, we achieved certification without completely overwhelming our resources. On our behalf, OpSource also opened a business and strategy dialogue with Salesforce that provided valuable insights for modifying our product offering to tailor it to the needs of the Salesforce subscriber base. OpSource made all the difference in achieving our AppExchange goals."*

Why OpSource?

ClearMeeting chose OpSource because of its full portfolio of SaaS offerings, which includes a team of experts able to address everything from infrastructure optimization and application monitoring, to integration with Salesforce.com, to business development. To deliver its solution to a mass audience, ClearMeeting needed to automate as much of the back-end functionality as possible, and OpSource provided the full scope of technical services to make that possible. In addition, ClearMeeting found OpSource's Success-Based Pricing and economies of scale valuable, because it gave the company more confidence in its own pricing and greater certainty in planning and managing growth.

About OpSource

OpSource™ delivers Web applications and software as a service for on-demand companies, with hundreds of applications, millions of users and billions of transactions supported daily. OpSource On-Demand, the leading platform for Web application delivery, is defining how Web-based software is delivered. By choosing OpSource as their Web application delivery partner, companies are freed from investing in and managing the complex and costly infrastructure and services necessary to deliver applications over the Web. They can instead focus their resources on developing, marketing and selling their applications and services. OpSource On-Demand is suitable for companies at any stage of growth, with any type of on-demand application. OpSource is the only company to offer Success-Based PricingSM, a unit-based pricing model that allows businesses to begin with a modest minimum commitment and scale expenses as revenues increase.

Headquartered in Santa Clara, CA, OpSource has Web application delivery centers in Virginia, London and Bangalore. For more information about OpSource, visit www.opsourcenet.com.



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