

PeopleSoft – Case Study

“As an internet driven organisation that places 100% pure internet architecture at the forefront of its own enterprise applications, it naturally made sense for PeopleSoft to leverage the internet to start producing cost effective online marketing seminars that would help the company to generate lead opportunities across the EMEA region. For PeopleSoft providing information both internally and externally in real-time is everything...Virtue helped us to achieve this in every way possible”

Tim Ratcliff – eMarketing Manager, PeopleSoft EMEA

Background

PeopleSoft is a \$5 billion technology company which designs, develops, markets and supports a family of enterprise application software products for use through large and medium-sized organizations worldwide, across all industries. The company provides enterprise software solutions for customer relationship management, human capital management, financial management, and supply chain management, along with a range of industry specific products. Headquartered in Pleasanton, California, the company has operations in over 50 countries, and counts a customer base of more than 5,000 organizations in 140 countries.

The complex nature of PeopleSoft’s products and services places significant impetus on ongoing communications both with existing customers, and potential new ones. Sales cycles are long, extensive in detail and consultative in approach, while new product releases, new features, and cross-selling opportunities – all require integrated communications strategies using a multitude of tactics. To succeed in its communications strategy, PeopleSoft realized it needed to complement existing efforts with an online audio & video solution, which would allow it to deliver its message more frequently, in a less time-commitment environment – cost-effectively.

Complementary Communications Strategy

To fulfil this part of the strategy, PeopleSoft elected to include both “live” and “on-demand” Web Seminars, from Virtue’s Web Seminar Solutions, to complement its marketing toolbox. The business was impressed with the functionality available for the events, its re-broadcast quality and ease of creation, which enabled its presenters to create seminar content anytime, anywhere.

In a time of decreasing travel budgets due to the economic downturn and the need for more stringent cash management, Virtue’s Web Seminars provided the ideal solution to pool company-wide resources and deliver a global message – all without the need for travel, expensive telephone communications and more importantly providing the same benefits and savings to the target audience.

PeopleSoft

Providing leading Enterprise Software solutions to medium and large enterprises, across all industries, creating more profitable relationships.

Industry

Enterprise Software

Location

Europe, Middle East & Africa

Business Challenges

- Decreasing travel budgets
- Need for more frequent communication with potential customers
- Lack of centralized reporting for proper segmentation and follow-up
- Lack of a “digital” communications medium

Solution

- Web Seminars: video, presentation, screen demo & chat
- Back-end reporting system to track registrant, live & on-demand views
- Portal – hosting, aggregating and promoting all online events

Benefits

- Leverage investment in online events
- Live 24/7 viewer tracking & reporting
- New cost-effective

One campaign was particularly impressive. PeopleSoft's push of The Real Time Enterprise, as its key marketing message came to the forefront in Q4-2002. EMEA Marketing complemented its traditional communications efforts with a focus "RTE Web Seminar Campaign", which included a video message from Craig Conway, PeopleSoft's CEO and was delivered in five languages across the region. The campaign provided a powerful and audited message extending the reach and life of the message, cost-effectively.

Leveraging Investment In Online Events Through Promotion & Live Viewer Reporting

To take better advantage of its investment in online events, and actually achieve the differentiating benefits of online communications, PeopleSoft turned to Virtue's Web Events Manager. The Web Events Manager is a registration enabled portal which aggregates all online events in a branded front-end, supported by back-end reporting system.

The promotional functionality provided by the Web Events Manager allowed the business to organize events into three distinct categories: next live, upcoming and on-demand seminars resulting in increased on-demand views as delegates driven to register for upcoming events found readily available information at the click of a button. The portal, which acts as a repository, not only provides all the necessary support, contact and relevant information, but also gave PeopleSoft the ability to customize a number of URLs in order to provide or promote additional information, thus enabling the Web Events Manager to seamlessly incorporate itself within a company's global web presence.

The back-end reporting system has provided PeopleSoft with the necessary tools to gather registrations information along with the visibility to track all their delegates allowing them to further segment their target audience and respond not only more accordingly but with improved results. Via a web interface, PeopleSoft is able to track viewer registration details, specific seminar registrations, live and on-demand views, and total portal visits. Data is also viewable by event and in snapshot format, with the ability to export all views to excel for easy uploading into proprietary systems. The data provided is live and available 24, thus delivering instant viewer feedback.

Quote

"Having evaluated other vendors, no other came close to Virtue in delivering the same level of expertise and proven success in the area of online event management"

Tim Ratcliff – eMarketing Manager,
PeopleSoft EMEA

About Virtue Communications

Virtue is one of the leading providers of online corporate communication solutions. Virtue's solutions are used by some of the world's leading corporations in a range of industries for activities such as sales training, senior level communication, investor relations events, marketing events, and investment updates. Virtue's solutions are developed by combining its technological innovation with its keen understanding of client needs and are offered as fully-managed or licensed ASP services. Virtue is headquartered in London with offices in Frankfurt, Zurich, Stockholm, Madrid and Sydney; addressing clients' local need for global communications.