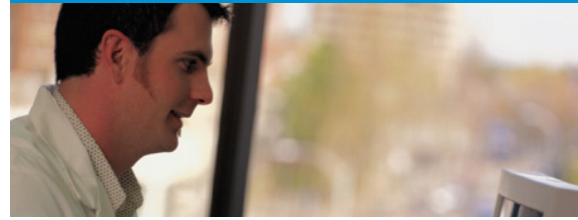


# The SSI Group, Inc.

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— Tom Mitchell, Director of Marketing Support, The SSI Group



## The SSI Group increases revenue per rep by using WebEx.



**INDUSTRY**  
High Tech

**WEBEX APPLICATION**  
Event Center

### SUMMARY

WebEx web meeting applications enable The SSI Group to dramatically increase the speed and responsiveness of its customer communications and support, resulting in faster close rates and increased revenue per sales rep.

### ABOUT SSI GROUP, INC.

#### Line of Business

Electronic Data Interchange Solutions

#### Headquarters

Mobile, Alabama

#### Number of Employees

355

#### WebEx Customer Since 2001

Founded in 1988, The SSI Group, Inc. (SSI) is a national, diversified Information Technology company serving more than 1,400 customers with Electronic Data Interchange (EDI) revenue cycle software solutions for the healthcare industry.

SSI's business model includes selling product software licenses for installation at the customer site or providing services via an application service provider (ASP) model for those customers that require a more economical solution.

The company's sales executives are geographically dispersed across the country and there are two inside sales executives.

### The Challenge

In 2001, SSI wished to create greater cost efficiency in their sales cycle, particularly regarding the frequency and number of on-site meetings required to sell its software solutions. Tasked with reducing travel expenses while also growing sales, SSI's marketing department needed to think outside the box to find an effective solution. The company also wished to offer more hands-on customer support. Moreover, as customers had more and more questions regarding how SSI met and supported HIPPA requirements, the company began to feel the need to address a larger group of attendees than ever, outside of its annual national user meeting. Additionally, there was no way to highlight product introductions or enhancements to a larger audience.

Earlier, the company's marketing representatives had discovered WebEx "pay-as-you-go" online meeting capabilities

and began to actively demo products and show specific functionality with impromptu WebEx meetings where travel was not possible to better qualify potential leads.

In the wake of the delays and dilemmas associated with travel after September 11, SSI began to research numerous web conferencing services with an eye toward selecting a comprehensive corporate solution that would create greater cost efficiencies and allow proactive reduction in travel requirements company-wide. This is where WebEx Event Center came in.

### The Solution

Tom Mitchell, Director of Marketing Support for The SSI group said, "Because our experience with the WebEx 'pay-as-you-go' solution was so positive, we decided to use WebEx Event Center to expand the audience we could address and interact with at one time. The turnout for our initial online event was high and the response positive. Immediately after that we adopted WebEx Event Center in conjunction with WebEx Meeting Center to use for new product rollouts, updates, customer communications and internal meetings. We also set up our customer website to support the delivery of recorded webcasts."

WebEx Event Center enabled SSI to implement web meeting applications that offered dedicated customer support, substantial cost savings, and a standardized SSI-branded portal offering a full set of web meeting application capabilities. In 2002, SSI began actively exploring the breadth of WebEx services to respond to customer questions about how its

solutions met and supported HIPAA requirements, a key responsibility for any business operating in the healthcare field. SSI now uses WebEx Event Center to deliver monthly sales rep meetings, regular HIPAA updates, product launches and regularly scheduled marketing presentations.

“There’s no doubt we’ve taken our marketing efforts a step forward with WebEx,” says Mitchell. “We’re offering more than 15 major webcasts per year to showcase our products, provide highlights and demonstrate recent updates. And it’s proven to be a great way to stay in front of customers and prospects alike. Telemarketing and graphic e-mail campaigns are geared around Webcasts and driving customers and prospects to the event.”

### The Benefits

WebEx Meeting Center and WebEx Event Center have allowed SSI to engage in more sophisticated marketing activities and customer communications that better qualify and drive follow up after new product rollouts and general marketing Webcasts.

Feedback on WebEx Event Center webcasts provides sales executives with additional opportunities to stay in front of clients. SSI’s direct sales force has used these opportunities to increase its close rates, expand its market reach, compress its sales cycles and reduce travel costs.

Moreover, SSI is now reaching a larger audience more often at a set cost. According to Mitchell, WebEx Event Center allows us to gauge interest level, qualify prospects, track attendees, and keep our promotions interactive and interesting, as

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— Tom Mitchell, Director of Marketing Support, The SSI Group

opposed to a direct mail drop that basically goes into a black hole.”

WebEx Meeting Center and WebEx Event Center have not only greatly improved the productivity of the sales force within SSI but have also radically reduced the costs of travel and operations within the company. Given that at least 13 professionals use WebEx Meeting Center and WebEx Event Center once every business day, the company has saved more than \$150,000 per month in travel costs and has seen a \$15,000 increase in revenue per sales rep per year.

Mitchell adds, “WebEx has enabled us to make more educated decisions. Earlier, we would spend our resources on prospects that often turned out to be dead-ends. Now with the help of WebEx Event Center, we’re able to increase the number of customers that we meet with and get feedback from online, thus identifying genuine sales leads. This gives us a way to qualify who we want to spend the money to visit face-to-face and help our customers determine if they want to think about our products seriously.”

### The Future

SSI is continuing to explore the possibilities WebEx provides to improve its marketing, sales, and support efforts. Of particular interest to Mitchell is WebEx Presentation Studio, which enables users

to pre-record PowerPoint™ presentations with audio and video for delivery via a website or e-mail link on demand. Mitchell sees this as a tool to increase attendance at WebEx Event Center sessions and to expand marketing and promotional efforts. “Right now we’re planning several new product roll outs with WebEx Event Center,” says Mitchell, “and we’re looking forward to learning how we can continue to refine our efforts for productivity and cost effectiveness.”

## HIGHLIGHTS

- SSI wanted to save costs by reducing the frequency of onsite meetings required to complete its sales cycle.
- WebEx enabled SSI to roll out a corporate web conferencing solution that reduced the need for onsite visits and actually compressed the sales cycle.
- SSI has saved more that \$150,000 per month in travel costs and has also seen a \$15,000 increase in revenue per sales rep per year.