

# Motorola eCare

## Legacy Software



### TECHNICAL CASE STUDY

#### INDUSTRY/MARKET

Software

#### THE ENVIRONMENT

A boutique software company supporting customers and pursuing prospects around the world, many of whom are not computer-savvy.

#### THE CHALLENGE

To perform sales, support, and training functions as efficiently as possible.

#### THE SOLUTION

Motorola eCare allows Legacy Software to perform remote support sessions in any time zone, without requiring travel or step-by-step telephone instruction.

#### THE BENEFITS

With eCare, Legacy Software spends two-thirds less time on training and support than previously. This frees up more time for sales and product demonstrations, also conducted via eCare.

## Legacy Software Prospers by Reducing Support and Training Burdens with Motorola, Inc.'s eCare

Legacy Software provides specialized software for industries including printing (commercial and quick-print), baking (wholesale and retail), and law enforcement.

It's not only large companies that are aggressively leveraging technology to cut costs and improve operations. Small ones are, too. Legacy Software, a boutique software company that dominates several lucrative niche markets from bakery management to commercial printing, has made eCare an integral part of the way it does business, improving a range of functions from training and support to sales.

Ray Clements, founder and president of Legacy Software, has relied on eCare for the company's BakeSmart bakery application since April 2002. "The time we spend on training and support for BakeSmart is one-third of what it was prior to using eCare," he says. "The enormous time-savings has had a significant positive effect on the rest of the business. I now have more time to pursue new business, and eCare helps me here, too. I no longer need to spend two days traveling back and forth to do a two-hour demonstration. I can do it with eCare, without travel time or costs, in 24 time zones. It's the next best thing to sitting with a prospect in person."

## Simplifying Technology for Customers

One of the biggest factors in Legacy Software's long-term success is Clements's unwavering focus on making the company's software products exceptionally easy to use, in every possible way. For his customer base, that's important. "Contrary to popular belief, not everyone works all day in front of a laptop, or strapped to a Blackberry," he says, wryly.

"There are millions of people who don't even know how to open an email attachment or download a file. Some of those people are my customers, so it's a good thing eCare offers so many options for initiating a session," Clements continues. For those individuals, he and other members of Legacy's support team can simply email the customer a URL to link into an eCare session. "Because eCare is 100 percent permission-based, our customers are comfortable with letting us 'drive' their computers," Clements says. Other easy options include installing the eCare Screen Sharing component with a few mouse clicks at Legacy's website, or Legacy using Motorola Timbuktu to access a customer's server, unattended, after business hours.

"If there is 100 percent communication between a supplier and a prospect, there will be a sale. Motorola eCare lets me achieve that 100 percent communication. I don't know how we survived for all those years before we started using eCare."

Ray Clements  
Founder and president of Legacy Software

## Motorola Offers Superior Value to "Free" Software

Clements remains a loyal user of eCare for a simple reason: it's the best solution available. "I've looked at everything on the market and continue to use eCare. I have received suggestions for public domain remote support software, but if it takes an hour to initiate a session with a customer, the software's not really free, is it? That translates into a sales call or support call that doesn't get made, which translates into lost revenue." He cites four key capabilities of eCare that are crucial to Legacy's operations:

- It's extremely easy for Legacy customers to log into an eCare remote support session. "If I had to spend 15 minutes on the telephone explaining to them how to connect, it would defeat the purpose of having a remote support solution," he says.
- eCare is web-based, eliminating the need to install client software on every customer's computer. This saves Legacy the additional time and expense of sending out CDs to its entire customer base, and making sure the software is installed properly.
- eCare is multi-platform. Legacy's client base comprises a diverse mix of PCs and Mac computers.
- Motorola's flexible licensing agreement, which does not require Clements to purchase a client-side license for every customer.

## Motorola eCare Enables "100 Percent Communication"

"The beauty of eCare is that customers and prospects feel like we are sitting right next to them, in person, while we are engaged in an eCare session and talking with them on the phone. It creates a comfort level that tells them Legacy Software will be there to help during the demo and, more importantly, after the sale. Our BakeSmart customers have mission-critical problems – if they can't process a credit card sale or book an order using our software, they are going to lose money. They need to know we'll be there to support them, and with eCare, we will be," he says.

"If there is 100 percent communication between a supplier and a prospect, there will be a sale," Clements summarizes. "Motorola eCare lets me achieve 100 percent communication. I've gotten to the point that if a prospect does not have an Internet connection, I will pass on that sales opportunity. It's not worth it. I don't know how we survived for all those years before we started using eCare."

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