

success story



ASQSoft

ASQSoft (www.asqsoft.com) designs and builds Customer Relationship Management systems for media advertising sales and event sales workgroups worldwide. ASQSoft uses Timbuktu Pro Multiplatform® to do live demos of their FileMaker solution to prospective customers.

ASQSoft has been in business since 1993. Quentin Leo is the sole employee and owner. Giving remote demos of his software via Timbuktu is relatively new to Leo, though he has been a user of Timbuktu for a very long time.



CUTTING COSTS AND SAVING TIME

One of the problems Leo faces as a small software developer is that he cannot be everywhere at the same time. Customers want demos and they want to see the software rather than being sent a CD and having to muddle through the software on their own. This is where Timbuktu comes into play. Leo has a potential customer download an evaluation copy of Timbuktu and then he is able to perform a remote demo for them of his FileMaker software.

“It is always better for my customers to see a live demo, ask questions and then maybe even take a test drive on the Filemaker solution themselves. Timbuktu allows me to do that and has enabled prospective customers to really see the software. They get the full benefit of a personal demo without my having to be there. Best of all, I’ve made sales that I would not have otherwise made without Timbuktu,” states Leo.

THE FEATURES

In regards to using Timbuktu’s features, Leo initially enables the observe function for visitors. When customers request control privileges, he enables that feature so customers have real-time control of the demo. Also some of ASQSoft’s customers ask Leo to manage their database or do some administrative work. “For this, having Timbuktu on a Windows NT server enables me to do whatever maintenance I need to do without having to share the server, jump on, and jump off. I can manage a couple of databases on their LAN or from anywhere,” commented Leo.

When customers want Leo to handle their desktop support issues, Timbuktu plays a large role. “Within a matter of minutes I can recognize a problem. This helps me to avoid a trip to the client and saves me a considerable amount of time, and them a considerable amount of money,” said Leo.

CHALLENGE

Reduce support costs of sending out software CDs.

Provide live remote demos to customers throughout the country.

Provide ability to follow up with potential customers.

SOLUTION

Timbuktu Pro Multiplatform

ENVIRONMENT

Macintosh and PC

BENEFITS

Increase the number of demos that can be conducted in a day.

Support customers in multiple locations.

Achieve significant time, travel and cost savings.

Customers receive real-time training.

“As far as I am concerned, Timbuktu is as good as being there.”

Quentin Leo
ASQSoft

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CUSTOMER RESPONSE

Depending on the level of technical knowledge, some customers really do not understand how Timbuktu works but are amazed when they see it taking over their computer. Most customers find Timbuktu very easy to set up and an amazing experience to be able to log onto another computer. "My customers who download the Timbuktu evaluation never experience problems with the download and find the whole process very simple. Better still, they are very impressed with Timbuktu and ergo me for conducting live demos of my product," said Leo.

"The customers like Timbuktu because of its cross platform capabilities. Personally I like Timbuktu better than PCAnywhere for many reasons, particularly for the fact that it is cross platform. I can't say enough good things about Timbuktu. It truly is a superior product that has become indispensable to my work," said Leo.



"The benefits of Timbuktu are that it keeps my costs down, it increases the number

of demos that I can conduct in a given period of time, and customers like it too because it takes less time."

*Quentin Leo
ASQSoft*

GOING FULL CIRCLE

Before Leo used Timbuktu Pro Multiplatform for his demos he was sending thousands of CDs to prospective clients, which he found unbelievably unproductive. "I can't recall ever getting a piece of business from anyone who got a CD in the mail. The other problem is as soon as they run into an issue when they are looking at my software, they would not continue with the demo of the software. We could not maintain communication with the customer. The live demo online just seemed like the best answer and we are able to do this now with Timbuktu. Going from the standard of sending CDs full circle to a live demo with Timbuktu has been incredible," said Leo.

"The benefits of Timbuktu are that it keeps my costs down, it increases the number of demos that I can conduct in a given period of time and customers like it too because it takes less time," commented Leo. Giving demos via Timbuktu as opposed to sending CDs has significantly cut back on ASQSoft's costs. It also allows Leo to follow up directly with the people who are seeing the demo.

"Sales automation is a very difficult business so having an easy way to reach sales people and reduce their frustration level increases my success rate. As far as I am concerned Timbuktu is as good as being there," said Leo.

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