



YOUR CHOICE OF SOLUTIONS FOR ANY SIZE BUSINESS

- RO|Testimonials
- RO|Enablement
- RO|ReferenceView

Customer Quote

“The degree of collaboration is not the kind of thing that we’ve really been accustomed to with vendors, so I was really grateful to see that change in direction and that opportunity for collaboration...”

Rick Baron – VP of Operations
Manhattan Associates

You have choices when considering a sales enablement or customer reference solution. There are similar providers in the marketplace today – as well as the temptation to build something in-house – but RO|Innovation stands alone as your best choice for a results-driven sales enablement and customer reference solution. Why? Our technology, our delivery and our people set us apart.

At RO|Innovation, creating solutions that simplify your sales cycle and increase your bottom line by streamlining the sales process and utilizing your customer references is more than just something we do— it’s our only focus. And, it’s our passion.



Our technology simplifies and organizes, leveraging our experience over the years:

- Secure, online SaaS solution to catalog, identify and present your reference materials to fit your IT requirements
- Systematic organization of all of your high-value assets in a way that’s intuitive for you
- In-depth tracking that shows you the collateral accessed, length of visit and other key interaction metrics
- Integration with your CRM tools for seamless use and documentation
- Built-in best practices from our expertise in optimizing sales and reference collateral
- Configurable and scalable business process and workflow capabilities that mirror your environment and program path



Our delivery enables results and convenience, customized for your business:

- Immediate access to your asset library anywhere in the world, 24x7
- Finding the most relevant sales and reference collateral faster and easier
- Real-time insight into your prospects’ interest and activity
- One login to access CRM/SFA and our solutions
- Content you own – even if we develop it for you



Our people are our greatest differentiators and your biggest advocates:

- Largest implementation team with decades of combined experience in providing best practices knowledge and hands-on support
- Most extensive development staff with three full-time developers working on and continuing to build and customize the reference systems
- Experienced, dedicated account & project managers who listen and adapt
- Solutions designed with and for enterprise customers for intuitive and useful features

Trusted by...



At RO|Innovation, we're proud of how our expertise and solutions can help you.

WHO IS RO|INNOVATION?

In 2002, Jim Mooney identified the specific, recurring need for a critical component in the high tech sales cycle—testimonials from actual satisfied customers. Each time a deal approached closing, he would be asked the question, “Can I speak with one of your customer references?”

Coordinating the reference call was a lengthy process, especially because it often occurred between two busy C-Level executives or involved utilizing the same customer reference over and over. To improve this process, Jim founded RO|Innovation (formerly References-Online), which quickly gained the reputation as the thought-leader in reference management programs.

RO|Innovation offers a comprehensive reference management application, RO|ReferenceView, and a new sales enablement solution, RO|Enablement, that offers an exciting system for enabling sales and marketing to utilize high-impact materials at critical points in the sales cycle for increased prospect engagement.

WHY ARE WE LEADERS IN OUR INDUSTRY?

We recognize that advanced technology, customer-focused professional services and accurate execution are critical components to a successful sales and reference management program, and built a company with the highest quality technical resources and executive team possible.

The development team has been building and supporting custom reference solutions for over seven years and has now expanded into the new niche of sales enablement. We work with our customer to provide CRM integration, capture interviews and beta-test customers in support of new product initiatives. Most importantly, we know how important it is to protect your customer assets so we use state-of-the-art servers that feature secure encryption to ensure your valuable collateral is safe.

RO|Innovation's professional services are provided by our experienced team of project managers. Our team will work with you to identify high-impact collateral and/or develop relevant customer reference question sets and then capture/conduct the interviews plus professionally edit them. Creating collateral is only part of what our team can do for you. Once your collateral library has been created, we will then work to streamline your sales and reference management process. Helping to migrate your data from an existing repository or integrating our solutions with your CRM tool are projects we know and understand well.

Additionally, your dedicated project manager can assist with kick-off training, post-launch support and end-user adoption.

HOW CAN WE HELP YOU?

We work with you to showcase your best assets to win new business. With RO|Innovation's suite of savvy solutions, you can: save time and money, shorten your sales cycle, and protect valuable customer relationships.

Using a combination of technology, professional services and program execution, we empower you with sales enablement and reference management tools to streamline your sales process and manage the reference lifecycle. Whether you're just starting to consider a reference strategy or managing an established reference program, we offer flexible solutions to fit your specific needs.

OUR SOLUTIONS FEATURE:

- Ability to store, track and access sales, marketing and customer reference assets (case studies, podcasts, testimonials, audio/video interviews, press releases, etc.)
- Professionally produced reference collateral such as interviews, case studies, etc.
- Search for the most relevant, specific collateral
- Secure, on-demand web-based application
- Integration with CRM tools, internal portals and online customer communities
- Dashboard reporting provides key measurable reference statistics

BENEFITS OF OUR SOLUTIONS:

- Create fully-trackable repository of sales, marketing and customer reference materials that can be used in a variety of marketing and sales activities
- Reduce reference burnout by having multi-media references readily available online
- Provide prospects with meaningful and professionally produced collateral
- End-users can contact prospects worldwide, 24x7
- Single point of access to CRM tools and reference customer data
- Track which assets are helping close new business; assess ROI



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RO|Innovation (www.roinnovation.com), formerly References-Online, develops solutions that address real challenges in the sales and marketing landscape—from on-demand databases that make managing the customer reference experience more efficient to sales enablement solutions that help engage prospects on all levels. The RO|Innovation suite of solutions includes: RO|Enablement, RO|ReferenceView and RO|Testimonials.