



CASE STUDY

Sybase, Inc.

THE SOLUTION

By implementing RO|ReferenceView, Sybase has:

- Provided their users with always-available on-demand access to secure, customer intelligence worldwide.
- Saved time by locating and coordinating reference activities more efficiently.
- Protected valuable customer relationships by ensuring their references are not being over-used.

The Story

Sybase, Inc. is the largest enterprise software services company exclusively focused on managing and mobilizing information. Sybase is recognized globally as a performance leader, proven in the most data-intensive industries and across all major systems, networks and devices.

Sybase's Challenge

Sybase has an extensive customer reference-driven Global Customer Intimacy Program that provides information to analysts, public relations, investor relations, and marketing as well as sales prospects. With such a broad footprint across Sybase's knowledge base, the Global Customer Intimacy Program is an invaluable part of Sybase and its corporate structure. However, managing and fulfilling all of the requests for customer information using spreadsheets was a challenge. This highly-valuable customer intelligence also needed to be standardized and accessible for internal users on an ongoing, on-demand basis. Finally, Sybase wanted to manage customers and interactions to ensure references were being not being overused.

Sybase Chooses RO|ReferenceView

After recognizing their need for a database that organized and securely stored reference materials, Sybase selected RO|ReferenceView. As a company that specializes in database creation and management, Sybase had explored the option of building a solution internally but realized the maintenance and upkeep would be too time-consuming and expensive. With robust search parameters and 24x7 access to customer data, RO|ReferenceView met and exceeded Sybase's criteria for a dynamic, centralized customer data repository. Additionally, RO|ReferenceView's functionality as a secure place to store all customer information assets, not just reference materials, made it an attractive solution.

Crucial Support of Sybase's Implementation Process

A key component of implementing RO|ReferenceView was executing and completing its integration with Sybase's CRM tool, Salesforce.com. The RO|Innovation Team worked with Salesforce.com Technical Support to identify integration points and to provide a roadmap that addressed any challenges. RO|Innovation also worked closely with Sybase to collect and organize all of their reference assets so the materials could be easily uploaded into RO|ReferenceView.

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RO|Innovation delivers flexible, cost-effective sales enablement and customer reference management solutions that improve sales effectiveness. Serving a range of companies—from smaller, venture-funded companies to large, global enterprises—our solutions enable organizations to make the most of valuable customer relationships and effectively manage customer reference programs. Sybase is a registered trademark of Sybase, Inc.