



Avangate Case Study: Lavasoft

Efficient and Cost-Effective Partner Management

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Calin Udrea, Marketing Director at Lavasoft

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Partner
management
efficiency
increased more
than 6 times

Time spent with
routine tasks
decreased by 84%

Background: Company & Products

About Lavasoft

Lavasoft, a global anti-malware provider, makers of Ad-Aware, Advanced Virus and Spyware Protection. 400M+ product installations; 4,000 partners in over 120

countries. Started using the Avangate Channel Manager solution: 2009. Solution used before Channel Manager: excel/ manual work.

Lavasoft sells their products globally through a mixed distribution model, both online as well as via affiliates and reseller partners. Lavasoft made a strategic decision to sell products via resellers in 2007. By 2008, the company had a network of hundreds of partners worldwide. The volume of requests from resellers, from pricing to marketing materials and product delivery, required an in-house dedicated team of three full time people, with partner management done mostly manually.

In 2009 Lavasoft deployed the Avangate Channel Manager solution, to improve their partner management efficiency and most importantly to automate sales operations. Lavasoft is currently managing a network of four thousands of partners with only one part time resource.

Top challenges

Considerable workload / Lack of cost efficiency

Poor enforcement of commercial policies

No resources could be deployed to focus on business development



Solution: Avangate Channel Manager

"Now we can organize our network by partner tiers and reward best performing partners with higher discounts, better credit limits and so on," said Calin Udrea, Marketing Director at Lavasoft. "Most of our reseller partners are small companies, IT service contractors that operate at a level of \$200 average order value. Especially for these small amounts, we use the system to automate all order processing, invoicing, payment reconciliation as well as product delivery, rendering our partner related work not only efficient but also cost effective."

- ▶ The Avangate Channel Manager system has global capabilities: partners have at their disposal a variety of online payment methods, meaning that regardless of their credit limit they can pay for orders online and get products delivered to end customers instantly, wherever they are located in the world.

"We currently work with partners in 120 countries and time zones are not an issue any more. Resellers have access to all pricing and marketing materials, in a single location. We also use the Avangate system to communicate with our partners, making it a true one-stop-shop," Udrea added. "Avangate is also the merchant of record, eliminating for us all issues related to local sales taxation, regulations and currency exchange."

- ▶ Next focus for Lavasoft: business development with quality partners.

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10% increase in
order volumes

15% increase in
network size

LAVASOFT

Language: English

Partners

For your convenience, we work with Avangate to power our Partner Management System. Just fill in the form below to create a partner account with Avangate and you will be able to start selling in minutes.

Contact information

Company Registration Name: *

Company Registration Number:

VAT ID:

First Name: *

Last Name: *

Address: *

City: *

Zip or postal code:

Results from deploying the Avangate solution

- ▶ **Resource efficiency improved more than six times:** from three full-time to one part time channel manager now dealing with an even larger network, of thousands of partners. Freed up resources are reallocated
- ▶ **Partner satisfaction improved:** orders are processed and delivered within minutes, instead of days, leading to a 10% increase in order volumes (orders on “automatic”, YOY growth one year before compared with one year after implementation)
- ▶ **15% increase in network size,** attributable to the self-service sign-up form integrated with the Lavasoft website
- ▶ **Introduction of partner tiers & ability to manage sets of partners in bulk**
- ▶ **New pricing, special offers or marketing materials can be communicated and deployed using the Avangate system within minutes, globally, regionally, or at partner level, depending on the desired marketing and sales strategy**
- ▶ **Overall improved channel visibility and control**


Other benefits brought by the Avangate Channel Manager solution:

- ▶ Complete customization: from reseller settings, email templates, product licenses, distribution to invoicing and payments
- ▶ Advanced & comparative reporting for individual or collective reseller performance, product performance and invoicing among others
- ▶ Easy yet comprehensive partner management system
- ▶ Dedicated account manager
- ▶ Quick integration within existing Lavasoft website
- ▶ Complete flexibility in product creation and commercial reseller settings
- ▶ Multiple payment options available to partners

How Avangate Can Help You

Designed for selling more software through any channel, using any model, Avangate is an integrated platform providing a full-featured, modular eCommerce solution, a partner order & revenue management system, and a global affiliate network, together with professional services.

Want to find out how we can help your company sell software successfully worldwide?

 Contact us today. Full details below.



North American Headquarters:

Avangate Inc.
555 Twin Dolphin Drive, Suite 155
Redwood Shores, CA 94065
USA

Email: info@avangate.com

Call us: +1 650 249 5280

European Headquarters:

Avangate B.V.
Prins Hendriklaan 26 II
Amsterdam, 1075 BD
The Netherlands

Email: info@avangate.com

Call us: +31 20 890 808