

Avangate Case Study:

Inesoft

Success Stories

The client

Client: Inesoft
Software: Utilities for mobile devices
Website: www.inesoft.com

Inesoft specializes in the creation of software for pocket computers based on Microsoft Windows CE/Windows Mobile. Established in 1998, Inesoft is recognized today as a leader in software for the Pocket PC industry.



Inesoft's product line includes popular titles like Cash Organizer, Address Book and CalcNote.

The challenge

Inesoft needed a complete solution that would include advanced features like the possibility to follow-up on users abandoning the order and an order tracking module, all in a user-friendly manner, customized for the US and European markets.

The main things to be considered were: working with a Control Panel that offers the vendor full functionalities (including marketing tools, reports and web marketing campaigns), having customized order pages for the US and European regions, including Russia and CIS, and the possibility to track lost orders in the shopping cart. The localization of the website is an important issue for Inesoft. Although its business is largely based on the US & European markets, an important part of the company's orders is coming from Russia and CIS.

Avangate's main goal was to help the client's online business be more efficient by increasing the conversion rate, thus, boosting Inesoft's online sales volumes.

Avangate a real partner

When implementing the solution together with Avangate, Inesoft experienced a very good support from the technical and sales team. The Avangate staff proved to be very competent and client-oriented professionals.

A strong point in the relationship between the 2 companies was the vendor support offered in Russian language, so that everything would be clear to the vendor, also bringing a more personal touch to the partnership.

The very friendly Control Panel made an impact on Inesoft when discussing with Avangate. Not only the vendor can efficiently manage its software products, licenses, promotions and sales channels, but he can do that in a time-effective way, without searching for various features through the interface.

Key issues

- order tracking
- recovering lost buyers
- conversion rates
- US and European exposure
- customized shopping cart
- local currency display

"Avangate offered us some great user-friendly tools like TrialPay for the US market, shopping cart customization and order tracking to make our business more efficient. Apart from that, the thing that really makes the difference compared to other service providers is the client-oriented attitude and the great support one gets when working with Avangate."

Kim Tkhe Sik - CEO
Inesoft

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The level of customization for the shopping cart, both its content and design, impressed Inesoft, who didn't benefit from something similar before. This helped the company's online store gain confidence in customers' eyes and this was seen afterwards, when looking at the sales volumes figures.

The Avangate solution

Having a full-featured eCommerce solution was one of Inesoft's requirements to which Avangate responded successfully.

The service provider also had to deal with the confidence issue of Inesoft's customers by offering customized order pages and websites to target specific groups of end-users.

Last, but not least, having more possibilities to track and recover lost orders would offer the company the data needed to adapt its strategy to the customers and, of course, an additional chance to increase the online sales volumes.

Implementation

The first step in the implementation was the localization of the shopping cart interface. Avangate currently supports over 10 languages for the ordering interface and over 3 dozen currencies to be displayed on the order page. Being part of Avangate's portfolio, the Russian shopping cart along with the price display in Russian Rubles was immediately put into practice. The design was also carefully customized so it would fit in the website's overall appearance.

Secondly, Inesoft needed help in recovering abandoned orders. Before teaming up with Avangate, Inesoft didn't have any possibility to track abandoned orders. Given the fact that many orders were lost during the buying process, the company needed a tool to follow-up on lost orders and try to monetize them. Avangate Leads Management module provides software vendors the ability to track and convert their leads, maximizing the conversion rates and spreading the leads across the distribution channels. It also includes the TrialPay solution, which is, in fact, another sales channel and you can still get something out of a lost order.

Inesoft's requirements were implemented immediately. Currently, Avangate successfully processes all of the company's software sales.

Benefits

The Avangate solution for Inesoft gave the client the following opportunities:

- recovering lost customers from abandoned orders
- gaining more customers for the online store
- increasing the customer confidence
- a worldwide reach for its products, especially in US and in Europe.

Results:

- ✔ a strong increase in the company's revenues by up to 30%
- ✔ fewer lost orders, thanks to the Leads Management module
- ✔ increased confidence for Inesoft's online shop, resulting in more customers.

Most appreciated:

- very good support from technical and sales teams
- vendor support in Russian language
- localization options
- US Europe and Russian markets development



Avangate provides solutions for electronic software distribution and reseller management, assisting software companies worldwide in successfully selling their products online and at the same time efficiently managing a distribution network. More information can be found on the corporate website, at www.avangate.com.

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