HHD Software

Success Stories

Software: PC ports monitoring solution
Site: www.hhdsoftware.com

HHD Software

HHD Software is a young fast-growing company with offices in London and Moscow and has become world-wide famous due to its innovative software serial monitoring solution - the well-known Serial Monitor product.

HHD Software started selling software with Avangate in August 2006 as their products and services were improving and the existing eCommerce platform provider wouldn't meet their growing demands.

Avangate has been used as a testing platform for the start. After just one month the process got to the next level and HHD Software had a fully integrated eCommerce solution.

Here's the story...

" Avangate's Live Connect feature is an absolutely unique solution for software vendors in the market today."

Vasiliy Vasilyev

Marketing Manager
HHD Software

Flexible shopping cart integration

Most eCommerce solutions require that the products be added to their application and managed accordingly. But HHD Software website has a built-in shopping cart system, and therefore an eCommerce platform should adapt to this.

Avangate has developed a feature to do just that. Live Connect helps HHD Software sell their products using an existing database, without adding them to a new platform.

How does it work? When a customer clicks the "Buy now" button on hhdsoftware.com, the product ID and additional parameters are sent to Avangate platform via HTTP POST and the customer is redirected to the secure checkout page on Avangate servers. This required some initial setup, but the tech support team made the job much easier than it seems.

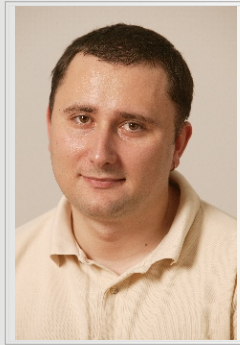### In brief - Avangate solution for HHD Software

- 25% increase in sales for HHD Software

- Backup CD to deliver greater value to customers

- New features to integrate with the shopping cart system

A better shopping experience for HHD customers

Fraud Detective 2.0 is the proprietary anti-fraud solution from Avangate.

At the beginning of the implementation, the anti-fraud filters weren't exactly matching the HHD customers' behavior and additional verification procedures have been applied. Based on the requests from HHD Software and end-users, Avangate has properly adjusted the Fraud Detective filters to ensure a better shopping experience.

The result - faster order processing and superior end-user comfort.

"We are happy to have created a true artificial brain that understands our partners' business, helps build customer trust and eventually boosts conversion rate."

Cristian Badea

Chief Information Officer

Avangate B.V.

Client feedback

"After setting everything up and running with Avangate shopping cart integration, we have considerably boosted our sales. It's about 25% up compared to July 2006.

The sales value is even more then we have expected thanks to additional revenue generated by Backup CD service offered by Avangate"

Vasiliy Vasilyev

Marketing Manager

HHD Software

"I must note the prompt reaction of Avangate technical and usability experts; they have quickly fixed all bugs and adjusted the system appropriately. I've never get such a quick reaction from any other processing systems. Now we have all details of ordering process clear and easy-to-use for our customers."

Vasiliy Vasilyev

Marketing Manager

HHD Software

Sales increase by delivering greater value to customers

Selling software online is not just about making some product available through an eCommerce platform and waiting for the money to come. It's mostly about delivering a greater value to the customer and driving up the sales charts.

But how do you do that? Avangate and HHD Software put together a simple, yet very efficient tool - the Backup CD. Even if most software products are electronically delivered, sometimes an old-mighty CD to backup your online purchase may just come in handy.

The Backup CD is a built-in feature with Avangate eCommerce platform and allows end-users to choose whether they want to buy just the software or to include the CD, too.

How Avangate can help you

Avangate is an e-Commerce platform for electronic software distribution, providing all the tools and expertise you need to accept payments online, optimize the sales process and increase your visibility on the World Wide Web.

For more information visit our website at www.avangate.com, email us at info@avangate.com or call +31 20 890 8080.

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