



CASE STUDY

FileMark Corporation CEO Uses Citrix GoToMeeting to Boost Lead Generation Capacity and Triple Sales

William Zastrow is president and CEO of FileMark Corporation, a leading provider of software and services for high-volume document processing, archiving and records management.

THE CHALLENGE:

As CEO and president of FileMark Corporation, William Zastrow's time was in short supply. Zastrow wanted to be personally involved in presentations to prospective customers, yet traveling to each prospect's office was time consuming and costly. The solution? Zastrow now uses Citrix® GoToMeeting™ for secure, remote sales demonstrations and lead generation seminars, boosting his capacity to meet with prospects and generating higher sales. "I can cover a lot more ground with GoToMeeting," he says.

DEMONSTRATE TO PROSPECTS AND CUSTOMERS ANYTIME, ANYWHERE

Zastrow and his sales team previously traveled extensively throughout the Eastern United States. "Now we do most of our selling and lead generation through GoToMeeting," he explains. With GoToMeeting, Zastrow easily invites prospective customers to online meetings, where he shows PowerPoint presentations and conducts live product demonstrations. "GoToMeeting is so easy to use and set up," he says. "Now we can easily do demonstrations anywhere in North America."

GREATER PRESENTATION CAPACITY GENERATES HIGHER SALES

Because Zastrow rarely has to travel now to visit customers and prospects, he has dramatically increased his productivity and now conducts more demonstrations than ever. "I have been able to increase the number of sales demonstrations by a factor of 10 because I don't need to travel," he says. "I can do three demonstrations in a day now. If I had to travel, that would take me all week."

The online seminars and presentations have been so successful that FileMark has significantly increased sales. "The demonstrations have been highly effective," states Zastrow. "Our sales are now about three times higher." In addition, the

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WILLIAM ZASTROW
CEO AND PRESIDENT
FILEMARK CORPORATION

Key Benefits

- Delivers unlimited online meetings for one All You Can Meet™ flat fee
- Increases productivity by making it easy to meet and collaborate online
- Requires no training and sets up in minutes
- Increases sales by enhancing interaction with customers and prospects
- Enables online training of customers and employees
- Provides the highest level of security available: 128-bit end-to-end AES encryption

ability to collaborate easily with existing customers has resulted in new revenue opportunities. “We can easily give presentations to refresh old customers on our new capabilities and features,” such as the company’s maintenance plan.

Zastrow’s prospects and customers welcome the efficiency and simplicity of GoToMeeting. “Our customers have really embraced online meetings,” he says. “People appreciate online meetings because they don’t need to entertain someone at their office.” In addition, prospects can reschedule an online meeting without hassle. “It’s easier for them to change a phone call rather than reschedule someone who is traveling to visit them,” he explains. Zastrow also enjoys the convenience of not having to dress up for online meetings. “I can go casual.”

COLLABORATE WITH REMOTE EMPLOYEES AND VENDORS

GoToMeeting has proved to be so useful that Zastrow also uses it to collaborate with remote employees and vendors. For example, he often meets remotely with software developers working away from the office. “When we want to discuss something, I’ll use GoToMeeting to pass control and share their desktops,” he says. “It’s just like you’re there.”

ALL YOU CAN MEET™ PRICING RAPIDLY PAYS FOR ITSELF

The flat-fee pricing structure of GoToMeeting means that Zastrow can conduct meetings confidently without worrying about expensive per-minute charges or overage fees. “I think the pricing is great,” he says. “The Annual Plan price is a drop in the bucket compared to

other services that are 10 or 20 times as much.” Zastrow sees a rapid return on his investment. “I can easily pay the cost by avoiding one trip,” he says. However, even more important is the value that he realizes from his GoToMeeting account every day. “Compared to the value we get, the price is insignificant.”

Not only does GoToMeeting save Zastrow and his company time and money, it also presents a positive, professional image to prospects and customers. “It shows customers that we’re state-of-the-art, and people appreciate smart businesses,” he says. The bottom line for Zastrow is that online meeting technology enables FileMark to be more competitive. “If I can be on the phone for an hour rather than getting on a plane, I’m going to be the lower-cost provider and get the business,” he explains. Zastrow is now an avid fan of GoToMeeting. “I have recommended GoToMeeting to dozens of people. The word is getting out.”

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About Citrix Online: Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CTXS), offers the leading Web-based access, support and collaboration software and services. The division offers Citrix GoToMyPC®, the easiest-to-use solution for remote, secure and managed desktop PC access over the Web; Citrix GoToAssist™, the industry-leading remote-support solution; and Citrix GoToMeeting™, the easiest, most secure and cost-effective solution for conducting online meetings. Citrix Online products are used by more than 10,000 companies worldwide, including Verizon Online, Siemens, Cablevision and Microsoft Business Solutions. The division is based in Santa Barbara, California, and is on the Web at www.gotomypc.com, www.gotoassist.com, www.gotomeeting.com and www.citrix.com.

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