

National Instruments Reaches More Customers at a Lower Cost Per Trial With Online Software Evaluations

"With Surgient Online Evaluations we increased the number of software trials delivered by over 40%, while cutting costs per trial by 30%."

Colin Christofferson, Program Manager, National Instruments

Overview

Country or Region: United States
Industry: Management Software

Customer Profile

National Instruments uses its instrumentation hardware and graphical software to convert standard PCs into industrial automation and test and measurement systems.

Challenge

National Instruments needed a more cost effective method to reach more customer prospects with trial versions of software.

Solution

National Instruments uses Surgient's Demo Solution to deliver more effective software trials to more prospects at a lower cost per trial.

Benefits

- 40 % increase in number of evaluations delivered
- 30 % savings over traditional trial methods, including CDs and online downloads
- Comprehensive measurement of trial campaigns and user experience
- Eliminated need to develop unique trial versions of software to prevent piracy

A Market Leader

National Instruments Corp., based in Austin, Texas, is the leader in virtual instrumentation, providing innovative approaches to measurement and automation. Established in 1976, National Instruments has sold products to more than 25,000 companies in 90 countries. With 2005 revenues of \$571.8 million, National Instruments employs nearly 4,000 people worldwide.

High Delivery Costs, Limited Reach, and Piracy Controls Limit Software Trial Campaign Effectiveness

National Instruments faced a challenge in 2005 as the cost of delivering trial software to customer prospects increased as demand for their industry leading LabVIEW software grew. To provide evaluations of their LabVIEW software, National Instruments distributed trial software via web downloads and CDs. To create evaluation software, a specific trial version of LabVIEW was created with limited feature capabilities to prevent piracy.

Unfortunately National Instruments found that many customers never installed the CD or evaluated LabVIEW due to trial barriers including long downloads, installation time, and system requirements. These barriers limited the reach of trial campaigns and more importantly raised the cost per trial delivered due to the large number of users that never completed a trial.

Finally, National Instruments did not have an effective way to measure the usage and success of their trial campaigns as there was no way to track whether customers were actually installing and using the trial software.

Surgient Provides NI Prospects Reliable Software Evaluations On-Demand

National Instruments realized they needed to replace downloads and CDs with a more cost-effective trial method that scaled with their business.



Surgient enabled National Instruments to create a self-service product evaluation system that allows their customer prospects to easily try software on their own, via the web, in just minutes, eliminating the trial barriers caused by downloads and software installations.

Today, prospective National Instruments customers can easily sign up for a product evaluation at the Test Drive NI LabVIEW website (<http://www.ni.com/trylabview/>). Customers then have three full hours of access to the LabVIEW Professional Development Environment, including an online guided tutorial.

When the customer signs in, the Surgient Virtual Automation Demo Solution automatically builds a complete, full-featured, online software evaluation environment running the LabVIEW software application. After the evaluation is completed, or the

three hours of access has elapsed, the virtual evaluation is recycled and made available to the next user. The entire process is automated, easily configured, and tracked so National Instruments can measure trial effectiveness.

Hard Results Achieved in Year 1 with Surgient

National Instruments saw immediate results with Surgient. In just their first year using the Surgient Platform they achieved a 40% increase in the number of LabVIEW evaluations delivered while at the same time reducing costs by 30% per trial. Additionally, National Instruments achieved significant time and cost savings in engineering by eliminating the need for special trial versions of software.

Finally, National Instruments is now able to fully track product evaluations by customer and measure the success of their trial campaigns including customer satisfaction scores. In fact, National Instruments satisfaction surveys indicated that 80% of evaluation users scored the online evaluation experience as excellent or good using the Surgient Platform.

“In a customer satisfaction survey of our online trial users, 80% stated the overall experience was excellent or good using Surgient.”

Colin Christofferson, Program Manager
National Instruments

The Surgient Difference

Leading companies like National Instruments are rapidly deploying online evaluations for the reach and cost savings it provides. With the Surgient Virtual Automation Platform Demo Solution, enterprise organizations can automate the deployment, configuration, and teardown of complex and dynamic software trials enabling any user, in any location, to fully interact with today’s enterprise applications on-demand.

Surgient’s Demo Solution will help you:

- Eliminate trial barriers including customer downloads, installations, system requirements and setup
- Greatly expand the reach of your trial campaigns and reach more prospects
- Increase the quantity and quality of trial leads generated
- Reduce trial delivery costs by automating the setup and deployment of software trials online
- Track and understand trial usage for add-on marketing activities

About Surgient

Surgient is the market leader in self-service virtualization automation and lab management. The company's flagship, award-winning product, the Surgient Virtual Automation Platform™, is a powerful, flexible and mature solution that optimizes IT's ability to support critical business initiatives, effectively manage diverse virtual resources and eliminate physical server and VM sprawl. Using the Surgient Virtual Automation Platform™, world-class companies including IBM, Merck, Raymond James, HP, Halliburton, EMC, CA, Iron Mountain, Target, GE, SAP, Microsoft, Siemens, Intuit and others are accelerating their growth and profitability by automating virtual infrastructure in support of their business initiatives. Surgient is a private, venture-backed company based in Austin, Texas.



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