

# Software AG Getting Smart about Marketing in Partnership with Avangate & Marketo

Avangate Client Success Story

*“We have put a lot of emphasis on digital campaigns for lead generation and nurturing around ARIS Cloud. Getting direct, real time results on the success of the campaigns was a must.*

*This was possible via the integration of the Avangate commerce platform and our marketing automation tool, Marketo,”*



**Stilyana Yaneva,**  
Manager,  
Marketo Center of Excellence at  
Software AG

**Customer:**  
Software AG / ARIS Cloud

**Segment:** SaaS

**Vertical:** Business Process Analysis

**Benefits & Results:**

Marketing campaign improvement and scaling through integration via API

**Avangate Solution:**

Avangate Digital Commerce Enterprise Edition

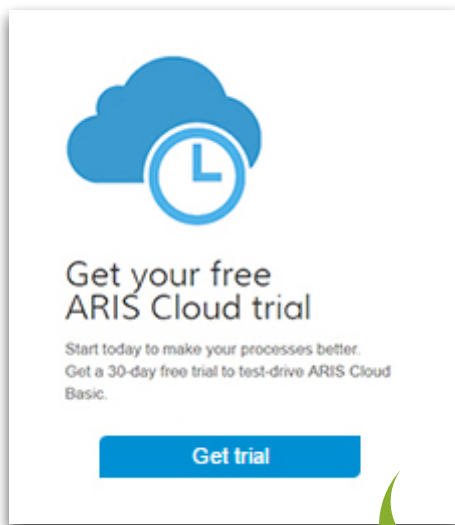


## Context

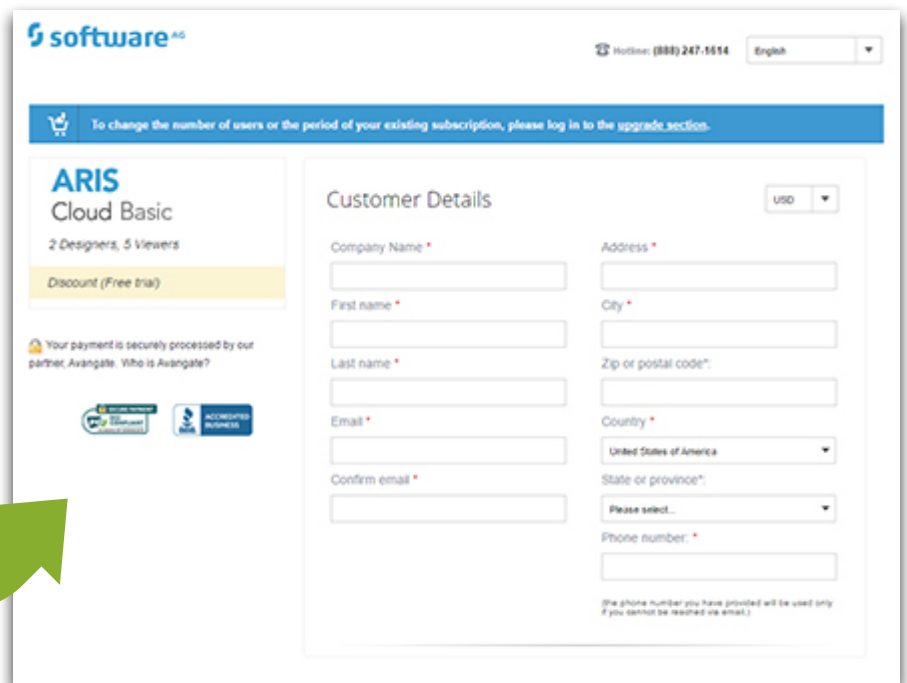
In order to address the change in B2B buying behavior and usage of IT solutions, Software AG extended their portfolio into the cloud with ARIS Cloud - a full-scale Business Process Analysis-as-a-Service product which powers collaborative process improvement projects around the globe, addressing both the enterprise as well as the SMB markets.



Software AG employs the Avangate Digital Commerce Solution for selling ARIS Cloud online, starting with registrations for the free trial basic version and continuing with the paid advanced version.



Get trial CTA on ariscloud.com



Sign-up for free trial of ARIS Cloud via Avangate hosted shopping cart

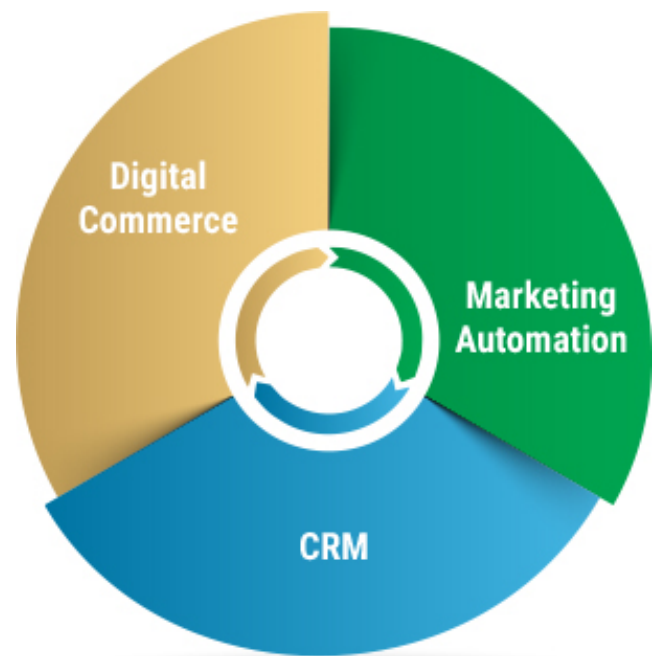
The ARIS Cloud marketing team had digital campaigns in place for lead generation and nurturing; two main types of campaigns were in place around the ARIS Cloud free trial form, designed to drive traffic to ariscloud.com and generate leads through free trial registration and subsequently turn them into deals, faster.





Free trial registrants were manually exported to the company's CRM system from the Avangate commerce platform. Details were not present in Marketo, only in the CRM, which resulted into Software AG not being able to automatically target these records.

In order to standardize the lead generation process and get real time results on the success of the marketing campaigns by capturing the form submissions automatically, it was necessary to integrate the marketing automation tool in place - Marketo - with the Avangate Digital Commerce platform and Marketo with the CRM system, via API.



## Challenges

The biggest challenge was that this type of API integration hadn't been previously performed at Software AG. Furthermore, since lead partitions were used in Marketo, additional rules were required to avoid duplication of information coming from the Avangate API Integration.

In addition, a similar process was put in place to ensure that leads created from the API integration could be moved to the CRM with the correct mandatory form fields for proper follow up.

## Solution

The Avangate's Professional Services team, together with Software AG technical and marketing teams, conducted a thorough analysis of the integration requirements, and proceeded with the implementation and testing phases in order to complete the integration. The main benefit of the integration was that Software AG has improved their process around the ARIS Cloud Free Trial: all registrations are available in their Marketing Automation tool, which synchronizes them to the CRM system in real time.



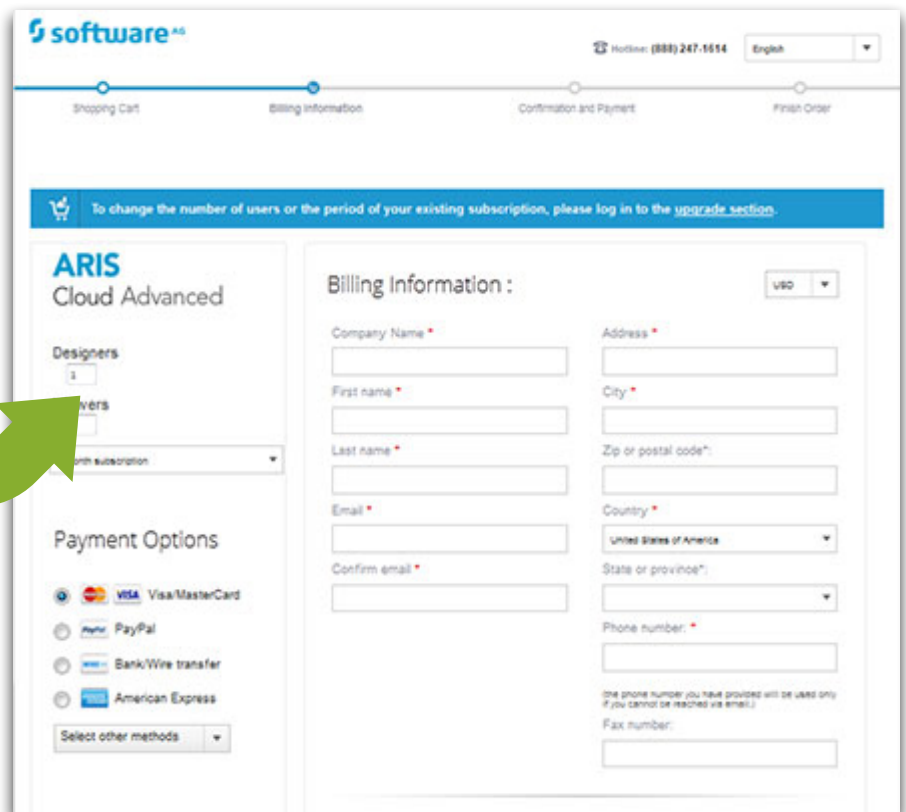


Due to the integration, the software vendor’s marketing team can now instantly track the success of the digital campaigns around ARIS Cloud based on the registrations sent from the Avangate commerce platform.

“We can automatically add customers to nurturing and re-targeting campaigns, and we’re able to see results in real time. This allows us to constantly experiment with new or different elements and improve conversion rates as a result. This is a great example of a working use case leveraging API integrations that support our marketing activities, allowing us to scale and use resources efficiently,” **said Stilyana Yaneva, Manager, Marketo Center of Excellence at Software AG.**



*Email campaign for ARIS cloud: from free trial to paid version, via Marketo.*



*Avangate hosted shopping cart for upgraded version of ARIS Cloud*





## About Software AG

The digital transformation is changing enterprise IT landscapes from inflexible application silos to modern software platform-driven IT architectures which deliver the openness, speed and agility needed to enable the digital real-time enterprise.

Software AG offers the first end-to-end *Digital Business Platform*, based on open standards, with integration, process management, in-memory data, adaptive application development, real-time analytics and enterprise architecture management as core building blocks. The modular platform allows users to develop the next generation of application systems to build their digital future, today.

Learn more at [www.softwareag.com](http://www.softwareag.com)

## About Avangate

Avangate, a Francisco Partners portfolio company, is the modern digital commerce provider that enables the new services economy, helping Software, SaaS and Online Services companies to sell their products and services via multiple channels, acquire customers across any touch point, increase retention, leverage smarter payment options, and maximize sales conversion. Avangate's clients include ABBYY, Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky Lab, Telestream and many more companies across the globe.

Learn more about how Avangate can help your business at [www.avangate.com](http://www.avangate.com)



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