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ABBYY®

Avangate Client Success Story

ABBYY's B2C and B2B Go-to-market Transformation & Frictionless Selling Enabled by Avangate's Commerce Platform and Partner Ecosystem

"*ABBYY North America went through a significant business transformation in terms of our go-to-market strategy, with a huge emphasis towards the online channel and electronic software distribution. Avangate has been instrumental in helping us build our online business, enabling us to take some major leaps forward regarding business optimization, integration with 3rd party applications, new online sales channels and improving commerce KPIs to support our growth and essentially improve customer experience through frictionless selling,*"

Angel Brown
Director, Product Marketing,
OCR & PDF Products,
ABBYY North America

Customer:
ABBYY North America

Segment: Software
Vertical: OCR & PDF Software | Content Management, Content capture and innovative language-based technologies
Target: B2B & B2C

Benefits & Results:
- Scalability, go-to-market speed, agility and flexibility for both B2B & B2C sales; Frictionless selling
- Revenue increase from additional sales channels: Affiliate network contributes to 30% of online sales
- Integration with existing business processes and 3rd party applications to support growth through process automation: HubSpot, SheerID, Salesforce
- Improvement in ecommerce KPIs: 34% increase in cart conversion rate

Avangate Solution: Enterprise Edition

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The Context

ABBYY is a global leader in the development of document recognition, content capture and language-based technologies and solutions that integrate across the information lifecycle. Well known as an embedded technology (OEM) for document scanning, ABBYY North America FineReader Line of Business (LoB) was also operating within the following context:

- Market and Competition: aggressive competitors with high brand awareness in the US
- Channel Dynamics: traditional retail can impose high costs and low revenue even given a considerable and consistent marketing spend; high production and shipping costs; high minimum orders and the need to absorb the cost of returns
- Delivery method: many buyers now prefer immediate product download to physical delivery of CDs & DVDs. In addition, the decline of the brick and mortar stores negatively impacted retail sales

Challenges

- Shifting customer targets and already high demands on internal resources
- Need to establish true value of customer and buyer journey via data–driven analysis
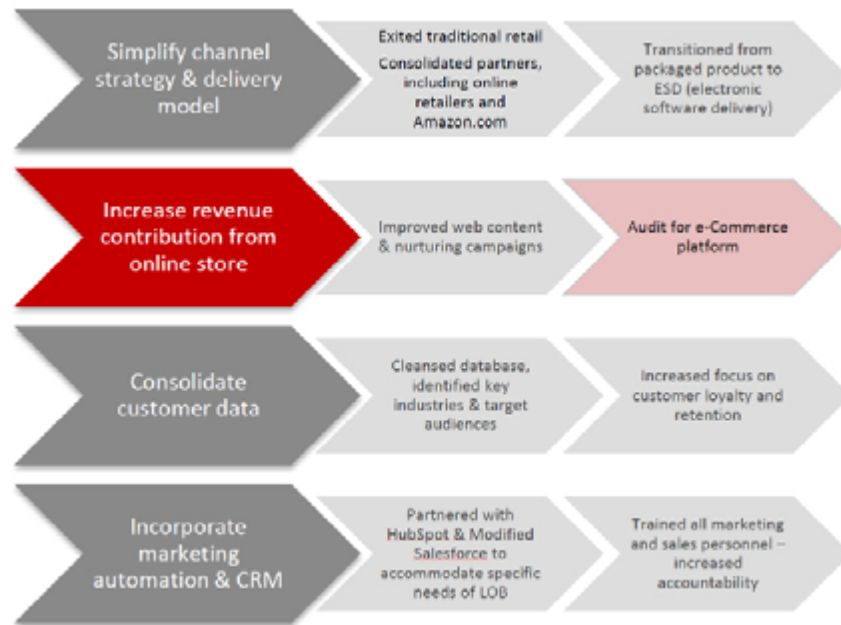- Need to align ABBYY processes to take full advantage of the online channel

Solution

ABBYY took a bold approach, steering the direction of the FineReader strategy according to prime objectives that aimed to:

- Achieve LoB profitability
- Understand today's smarter, savvier buyer
- Rethink go-to-market strategy

Business Transformation

A multi-pronged approach was taken, with the following goals:

Simplify channel strategy & delivery model	Exited traditional retail Consolidated partners, including online retailers and Amazon.com	Transitioned from packaged product to ESD (electronic software delivery)
Increase revenue contribution from online store	Improved web content & nurturing campaigns	Audit for e-Commerce platform
Consolidate customer data	Cleansed database, identified key industries & target audiences	Increased focus on customer loyalty and retention
Incorporate marketing automation & CRM	Partnered with HubSpot & Modified Salesforce to accommodate specific needs of LOB	Trained all marketing and sales personnel – increased accountability

ABBYY FineReader LoB Approach for Business Transformation

Increasing Revenue Contribution from the Online Store

In tandem with channel strategy and delivery model simplification, ABBYY gave the online store special attention. Their goals:
- Deliver an online shopping destination that is scalable and flexible to serve regional markets, currencies and languages
- Improve integration with existing business processes to deliver measureable and actionable business intelligence for decision-making and support growth through process automation
- Enhance programs and services to deliver exceptional shopping experience
- Increase revenue contribution from B2B customers while maintaining predictable revenue from B2C targets
- Continually upgrade offering through collaboration and partnering with eco-system multipliers

Digital Comerce Platform Selection

ABBYY launched an initiative for enhancing web content, keywords & SEO – and conducted a full audit for a comprehensive e-Commerce platform, focusing on the following criteria:

- Product functionality
- Agility & capability to scale
- Vendor support levels
- Platform stability
- Cost

Following a thorough investigation, Avangate was selected as the exclusive digital commerce provider for ABBYY's FineReader LoB products & solutions.

Solution implemented: Avangate Digital Commerce Enterprise Edition
Modules used: eCommerce, Affiliate network
Go-live date: 2013

"We selected Avangate as our Digital Commerce provider for several reasons: we liked that Avangate had a strong software market focus, with Avangate's client base including multiple market leaders and recognizable global brands. Avangate's state of the art Digital Commerce platform was flexible, scalable, innovative, with an impressive growth record.

Avangate understood ABBYY's challenges and market opportunities. In addition, the provider was service oriented, with a consultative approach to partnering, delivering e-commerce knowledge and expertise from day one. Avangate also brought along partnership opportunities to drive further growth and optimization, with companies such as iAffiliateManagement, Upsellit, SheerID."

Why Avangate

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Benefits & Results

Achieved scalability, go-to-market speed, agility and flexibility for both B2B & B2C sales

▪ Flexible regional pricing and purchase options/ configure volume and subscription SKUs

▪ Platform capability to allow experimentation with various business & deployment models: license-based, Cloud-based, perpetual, subscriptions

Integrated with existing business processes and 3rd party applications to support growth through process automation

▪ Integration with marketing automation tool (Hubspot) improved marketing campaign efficiency by 20%

▪ Integrated SheerID (Student ID software) in the shopping cart
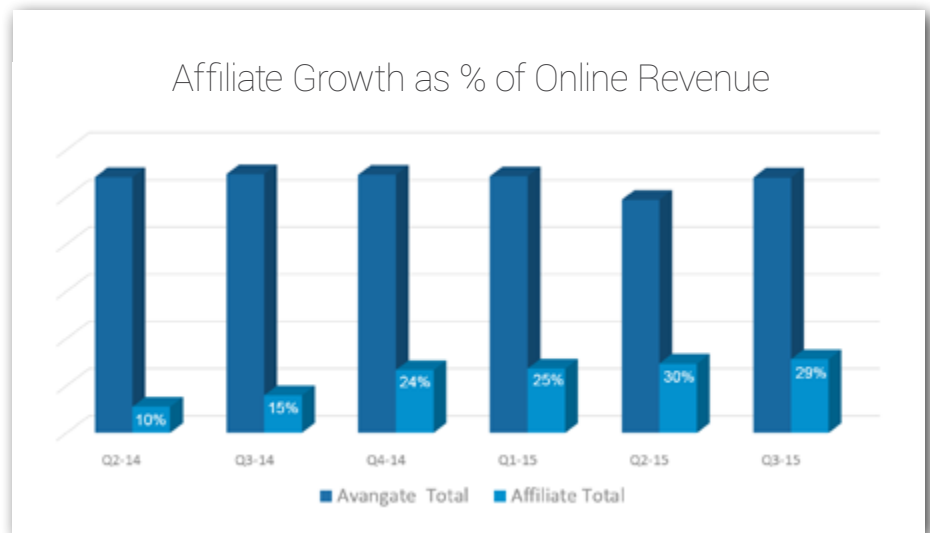
▪ Salesforce connector (Next)

"What we could do with the previous provider in weeks, we could now do with Avangate in days"

Fast go-to-market

HubSpot

SheerID

salesforce

Launched Affiliate Program for North America

▪ Collaboration with Avangate partner iAffiliate Management drives 197% increase in affiliate sales – full case study here

▪ Affiliate program currently contributes to 30% of overall online sales, from 10% in 2014.

▪ The Avangate affiliate network drives both B2C and B2B sales

i AFFILIATE management

Affiliate Growth as % of Online Revenue

|					
		24%	25%	30%	29%
10%	15%				
Q2-14	Q3-14	Q4-14	Q1-15	Q2-15	Q3-15

■ Avangate Total   ■ Affiliate Total

Affiliate Network Growth | Contribution of Affiliate Revenue to Total Online Revenue

Improved eCommerce KPIs

- 34% increase in the cart conversion rate (June 2015 compared to January 2015 data).
- 5% increase in ABBYY's net orders by recapturing shoppers that have otherwise abandoned the cart. The combination of on-site engagement and email remarketing has provided increased revenue and valuable customer insights. These results were obtained with Avangate's partner Upsellit cart retention tools.
- Customized shopper emails to match ABBYY's brand identity and contribute to further increase of conversion rates and client retention
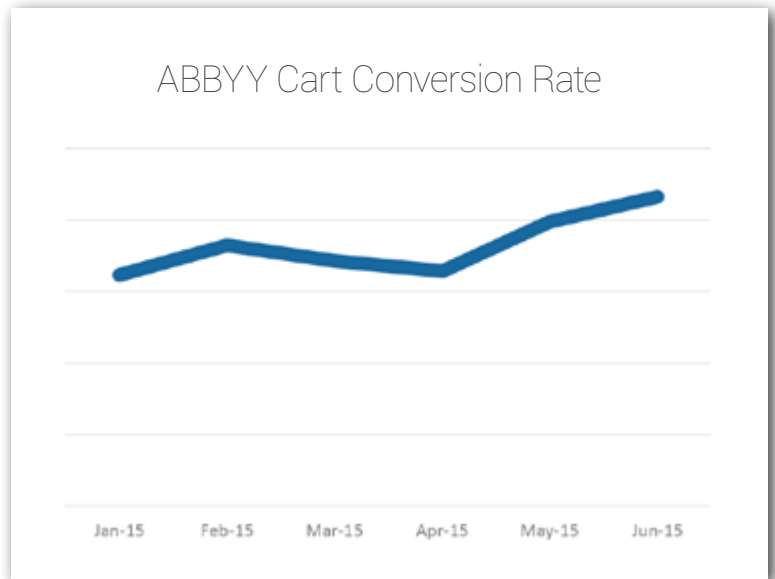
ABBYY Cart Conversion Rate Evolution

Launched Salesforce.com App for the AppExchange (Business Card Reader)

Integration with the commerce platform within extremely tight deadline dictated by go-to-market campaign around Dreamforce participation.

ABBYY Business Card Reader iOS CorporateEdition for salesforce AppExchange

Summary of Results

- Scalability, go-to-market speed, agility and flexibility for both B2B & B2C sales; Frictionless selling
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About ABBYY

ABBYY is a global leader in the development of document recognition, content capture and language-based technologies and solutions that integrate across the information lifecycle. ABBYY solutions are relied on to optimize business processes, mitigate risk, accelerate decision making and drive revenue. ABBYY technologies are used and licensed by some of the largest international enterprises and government organizations, as well as SMBs and individuals. The company maintains offices in Australia, Canada, Cyprus, France, Germany, Japan, Russia, Spain, Taiwan, UAE, the UK, Ukraine, and the United States. See more at: http://www.abbyy.com

About Avangate

Avangate is the modern Digital Commerce provider that enables the New Services Economy, helping Software, SaaS and Online Services companies sell their products and services via any channel, acquire customers across touchpoints, increase retention, leverage smarter payments, experiment on the fly and optimize their business in order to increase overall revenue. Avangate's clients include ABBYY, Absolute, Bitdefender, Brocade, myFICO, HP Software, Kaspersky, Metaio, Telestream and many more companies across the globe

Learn more about how Avangate can help your business at www.avangate.com

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