

Avangate Client Success Story

Retrospect

- Leveraging cloud distribution to expand global market share
- Avangate, versatile force for driving Mac and Windows B2B product sales
- B2C eCommerce-like experiences for B2B partner sales

“Avangate enables Retrospect to provide both partners and end-users in more remote regions in-country purchase option where there may not be a portal to source our product. We are very channel focused and Avangate provides us with the reach that we wouldn’t have otherwise.”



Werner Walter,
Director of Sales, Americas,
Retrospect

Customer: Retrospect

Segment: Software

Vertical: Data Backup & Recovery

Key Results:

- Expanded global presence by 15%
- Engaged with partners and customers in geographically remote areas; Increased Enrollment and Engagement through Self-service and Automation
- Enrolled more local MSPs and VARs by extending pricing discounts and favorable financing with no credit terms

Avangate Solution:

Enterprise Edition (eCommerce, Affiliate Network, Channel Manager)



The Context

Retrospect benefits from close relationships with value added resellers that sell the back-up software as part of a managed service package. Through self-service and automation, Retrospect can efficiently scale key elements of the channel relationship to global resellers.

Objectives

- Extend reach to new and more remote markets by providing local partners with self-service tools and resources to effectively sell and support Retrospect software and solutions.
- Maintain ownership of the end-customer relationship for more effective up-selling and cross-selling
- Engage with local resellers and deliver the product trainings and sales and marketing materials needed to better sell Retrospect's products and services

Challenges

- Extend distribution to more remote markets without expending the resources to build and maintain one-to-one relationships with local resellers.
- Establish relationships and extend better terms to smaller value added resellers (VARs) and managed service providers (MSPs) who were purchasing Retrospect from larger online resellers at full MSRP, without contacting Retrospect
- A need to sell online without cannibalizing traditional channels-introduce ecommerce alongside traditional channel

“Avangate’s Channel Manger provides us with a robust, flexible portal that instantaneously scales to meet the demands of our partners. Previously, it wasn’t really possible for us to do this.”



Jean-Christian Dumas,
Director of EMEA
& India Sales,
Retrospect





Solution

- **Leverage Avangate eCommerce Platform as a Master Distributor**

Set up commerce hub to sell products through a global network of distributors. Quickly set up and start selling through new partners in targeted global markets.

- **Increase Enrollment and Engagement through Self-service and Automation**

With Avangate's partner portal, resellers can quickly enroll as a partner, and source and stay current on the marketing and support resources needed to sell Retrospect's products and services. Partner portal has been customized to the look and feel of the Retrospect brand identity.

- **Extend Favorable Credit Terms and Discount Pricing to Global Resellers**

With Channel Manager, Retrospect can offer smaller VARs and MSPs structured pricing discounts and better margins than they would be able to get otherwise. Plus, by offering financing with no credit terms, as well as the most up-to-date product support, Retrospect has been able to attract more local MSPs, which are so important to small and mid-market sales.

- **Extend Reach Even Further**

Retrospect is currently looking into Avangate's Affiliate Manager and Marketplace as a way to further extend its reach in ways it can't do directly.

Future Transition to SaaS – looking to introduce subscription billing & leverage Avangate's network and expertise to build relationships with strategic B2B affiliate partners.



Results

- Expanded global presence by 15%
- Engaged with partners and customers in geographically remote areas
- Enrolled more local MSPs and VARs by extending pricing discounts and favorable financing with no credit terms
- Faster go-to-market

“ We originally moved to the Avangate eCommerce platform to improve distribution and are very happy with the results, but what gets us really excited is where we see it going in the future, as a versatile force for driving our Mac and Windows B2B product sales.”



Matt Johnson,
Cofounder,
Retrospect

About Retrospect

Leading systems backup, recovery and optimization solution dedicated to providing reliable Windows and Mac tools and support for professionals and small-to-midsize businesses. More info on www.retrospect.com

Avangate powers modern Digital Commerce, finally solving the complexity of online commerce, subscription billing, and global payments for Software, SaaS and Online Services companies. Backed by a proven cloud platform, unmatched expertise and a depth of digital commerce services, Avangate helps digital business leaders drive the fastest path to revenue, maximize the value of every customer, and expand global reach. Over 4,000 of the most demanding digital businesses in over 180 countries trust Avangate including Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio, Telestream.

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

