



Orbitera: automated test drives for today's ISVs

Unlimited on-demand trials generate high-quality leads and increase sales

In today's software marketplace, customers research solutions online and buy and deploy them in the cloud. They expect to be able to try before they buy, even enterprise buyers evaluating full-stack solutions. Orbitera simplifies the deployment of test drives so prospects can try solutions easily, and ISVs can focus on closing more deals.

Cloud commerce by the numbers

30% Of the 100 largest vendors' new software investments will shift from cloud-first to cloud-only by 2019¹

85% Of enterprises have a multi-cloud strategy²

80% Of B2B purchase cycles are completed before the buyer considers contacting the vendor³

Challenges for ISVs

- Prospects want to try out solutions on their own schedule, but not every shopper has access to a full demo environment
- Product demos are resource-intensive and time-consuming to set up and often need to be repeated
- Demo leads are highly qualified, but can be difficult to find, expensive to buy, or impossible to retain

Orbitera automated test drives: built for ISV success

One-click deployment

Anytime access by qualified prospects.

Flexible & repeatable

Design a custom environment once, deploy it infinitely.

Integrated dashboard

Manage trial data with full utilization transparency.

Marketing automation

Seamless integration with CRM platforms.

Channel enablement

Empower channel partners with test drives and lead data.

¹ Gartner, 2016 <http://www.gartner.com/newsroom/id/3354117>

² RightScale, 2017 <http://www.rightscale.com/blog/cloud-industry-insights/cloud-computing-trends-2017-state-cloud-survey>

³ Forbes, 2013 <https://www.forbes.com/sites/christinecrandell/2013/04/05/sales-and-marketing-alignment-begins-with-the-customer/>

On-demand, repeatable cloud trials

Create, configure, offer and manage on-demand trials and PoC environments



Full-stack solution trials

- Create timed trials of single, bundled or full-stack solutions on multiple cloud providers.
- Choose what products and operating systems are included, how long the trial lasts, how many users and more.



Customer self-service

- Prospects evaluate your solutions on their own time, without waiting for server provisioning or consulting a sales engineer.
- Trials can be accessed on a variety of cloud providers without an account.



Marketing & sales empowerment

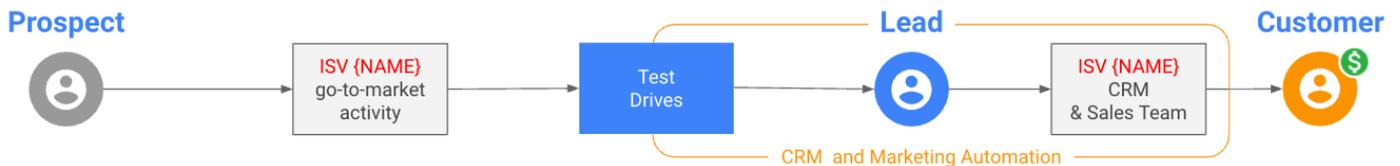
- Synchronize leads with virtually any CRM or marketing automation platform, including Salesforce, HubSpot, Marketo, Pardot, Eloqua, Act-On and more
- Increase revenue by focusing sales energy on closing qualified post-trial leads, rather than qualifying, educating or giving demos.



N-tier enabled channel sales

- Offer trials of full-stack bundles including channel partner products and enable partners to do the same.
- Share trial leads with channel partners to extend reach and accelerate sales.

Speeding the journey from prospect to customer



Prospect benefit

- No cloud provider account needed
- Instant Access
- No cost

Test Drive detail

- SECURE IP PLATFORM
- Deployment scripts + Application images

Partners benefit

- Repeatable + templated
- Partner retains IP
- Low cost per lead

- 1 Test Drives are secure, time-limited virtual environments built from scripts and images deployed into an ISV's account.
- 2 A powerful tool to generate traffic within an ISV's go-to-market strategy, a Test Drive grants prospects free, on-demand access to enterprise-quality software and services at a minimal cost to the ISV.
- 3 Prospects are able to access as many Test Drives as they like even without a cloud provider account.
- 4 Prospect's lead information funnels directly into CRM systems that enable ISVs to track progress, nurture leads—and drive higher conversions.

Automated test drives are part of Orbitera's end-to-end cloud commerce solution.



Orbitera and Google Cloud work together to simplify cloud commerce through multi-cloud, open platform and global infrastructure. Get a live demo of Orbitera.

www.orbitera.com/demo