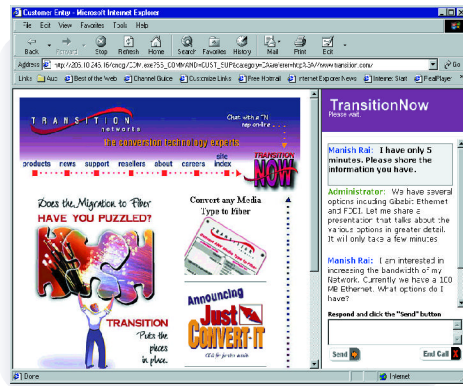


CASE STUDY



*Transition Networks conducts live Web collaboration sessions using eGain Live.*

## Transition Networks and eGain: Worldwide Reseller Support – With No Travel Necessary

### Solution Overview

#### Company Profile

Transition Networks offers various media converters in several protocols that make the transition possible between disparate communications media, such as fiber optic and cable.

#### Situation

Transition Networks' geographically dispersed global reseller network made it impractical to conduct reseller training more than once or twice each year. The company sought to create a Web-based training program that would be more efficient and cost-effective for both resellers and its own salespeople.

#### Solution

The eGain Live application made it simple for Transition Networks to create Transition Now!, a series of Web-based training seminars that resellers around the world can attend through any Web browser.

#### Results

- Reseller training has expanded from one or two sessions annually to a year-round agenda offering multiple seminars each week—educating resellers around the world.
- Enhanced reseller support and service has helped Transition Networks strengthen its sales channel.
- Customers and resellers perceive Transition Networks as a company with unmatched expertise in conversion technology.

### The Situation: A Global Distribution Network Presents Challenges for Reseller Support

Transition Networks is a global company whose network conversion technologies help companies in 50 countries around the world solve problems and save money. With such a geographically dispersed customer base, it was important for Transition Networks to provide a high level of information and support to its global network of resellers and distributors to help them provide better service to their customers. At the same time, Transition Networks could establish its focused expertise on media conversion technology as a key competitive differentiator.

In spite of Transition Networks' commitment to supporting its channel partners, logistical realities made it impractical for a salesperson to meet with a reseller more than once or twice per year—and then, at a significant cost. “The cost structure of trying to go on-site to train a particular reseller was prohibitive in both people time and travel money,” recalls Cheri Beranek-Podzimek. The inflexibility of in-person visits also made scheduling difficult for both Transition's salespeople and their resellers. As a result, the level of reseller training and support fell far short of Transition's goals.

### The Solution: eGain Live

Transition Networks needed to find a way to share information with its channel partners that was efficient, cost-effective, and convenient for everyone involved. The company turned to eGain Communications, the leading provider of online customer communication solutions for eCommerce, and chose the eGain Live solution.

As a powerful Internet-class application for real-time communication over the Web, eGain Live lets Transition Networks present seminars to resellers around the world simultaneously from a single location. The application's rich Web collaboration functionality, including browser conferencing and an easy-to-use presentation builder, are ideal for creating and delivering online training. eGain's WorksEverywhere™ technology ensures compatibility with all Java and non-Java browser types—a key consideration, given the different platforms in use by resellers throughout Transition's global network. Real-time features such as interactive text chat and escorted browsing make it simple for attendees to ask questions, and comment on the presentation. The application's Web-based architecture makes it fully accessible from any location, letting salespeople conduct regular seminars even when they are on the road or attending a trade show.

*"We wanted to differentiate ourselves from our competitors in that we are the experts in this type of technology. Before eGain Live, we could never have trained the number of people we are currently training. The perception now is that not only are we technology experts, but we use technology expertly."*

—Cheri Beranek-Podzimek, Vice President, Transition Networks

Transition Networks uses eGain Live as the foundation for Transition Now!, a Web-based training system designed to offer continuous education year-round. To attend a seminar, resellers simply log in using their own Web browsers—no client software is installed or downloaded. An interactive chat room gives Transition's channel partners an opportunity to ask further questions and share information among themselves. From start to finish, including customization and beta testing with selected resellers, the entire implementation process took only six weeks.

### **The Result: A World-Class Reseller Support Program**

With the live, Web-based support program in place, Transition Networks provides its resellers with an exceptional level of sales support by offering two different seminars every week, each repeated four times, on such subjects as media conversion for newcomers, recent innovations in the field, and "What's New at Transition." The flow of information moves in both directions: each seminar is structured to end with a five to ten minute dialogue in which resellers can discuss Transition's product line, and mention specific products and enhancements that their customers have been requesting.

Transition Network's channel partners have responded enthusiastically to the new program. In the first four months alone, more than 100 different resellers based in 20 countries worldwide, from South Africa to Iceland, attended the seminars—often more than once. "I can't begin to estimate the cost impact of the program because we could never before have trained the number of people we are currently training," says Beranek-Podzimek.

While Transition Networks initially implemented eGain Live for reseller support purposes, it has also made the system a key part of its customer service and sales operations. In addition to providing real-time assistance to existing customers around the world, Transition uses eGain Live to answer questions for new prospects visiting the company's Web site. "With eGain," says Beranek-Podzimek, "we can shorten the sales cycle and get these people talking to a salesperson right away in a non-threatening way, and guide them to the large amounts of product information, technical information, white papers and other content that exists on the site."

### **Transition Networks and eGain Today—and in the Future**

eGain Live has enabled Transition Networks to successfully realize its goal of expanded global sales and customer support. By improving two-way communication and collaboration between the company and its channel partners, eGain Live has given Transition Networks a powerful tool for continued competitiveness and growth. And the company continues to look to the future: in the fourth quarter of 1999, the company will open its seminars to end users, something that would never have been possible without a Web-based training system like eGain Live. "Feedback from the people who actually use the product will be a great asset for product development," says Beranek-Podzimek.