

Progress® Business Empowerment Success Story

What Apprise Software is Saying About Progress Business Empowerment

“Progress Business Empowerment has become an integral part of our long-term marketing strategy to continue our aggressive growth in revenue. To us, it reflects the commitment Progress has made to Apprise’s success.”

Jeff Broadhurst, President, Apprise Software

Partner Profile: Apprise Software

Apprise Software, Inc. is a leading provider of world class enterprise-wide software applications for mid and large-tier wholesale distributors. Founded in 1984, Apprise Software is headquartered in New Jersey, USA and services customers throughout the world, with the majority of those in North America. Apprise® Solutions take advantage of today’s technology while providing tools to increase profitability and customer satisfaction. Apprise Software’s products and services provide solutions that help distributors anticipate and respond to changing purchasing patterns and customer demand, support high-volume transaction environments, and provide transaction auditing with extensive drill-down capabilities, real-time financial information, and image support.

Apprise’s original motivation in participating in **Progress Business Empowerment** programs was tactical and financial. “At first it just seemed good tactically to get a few marketing projects done at a lower cost. But after participating, we see the bigger value-add is not in the execution of any one plan or program, it’s in the dialogue, the ongoing bouncing of ideas and availability of expert marketing resources that really make the program worthwhile,” said Jeff Broadhurst.

To raise Apprise’s profile, particularly against competitor JD Edwards, Apprise partnered with Progress to craft a highly targeted marketing program, focused on senior level executives in distribution. “We introduced some new ideas and concepts to Apprise’s marketing and took an integrated approach that combined direct mail, email blasts, banners ads, and follow up telemarketing,” explained David Grazio, Progress Global ISV Market Development Manager.

Broadhurst emphasized that it’s the inter-relationship of the marketing activities that creates real impact. The demand generation results have been very positive, with responses totaling over 600. In conjunction with the jointly funded Progress programs, Apprise chose to do some of their own targeted mailings that leveraged the messaging of the Business Empowerment campaigns. Respondents were offered personalized

online demos. “ERP buyers usually want to see the software first without investing lots of their time, so online demonstrations have been an effective draw for us. Another reason for the program’s success is because it is highly targeted, and tweaking the message for the audience and even world events is essential,” Broadhurst commented.

The program has so greatly accelerated Apprise’s lead generation that they are hiring more sales executives to keep pace with the demand. They are exploring numerous joint marketing opportunities with Progress and perhaps with an additional partner. “Business Empowerment is flexible and opens doors to expanding marketing activities to support our partners’ business growth. Understanding their business, where they want to go, and having the resources to support those goals is what our commitment to them is all about,” concluded Grazio.

In the Words of Apprise Software:

“We’ve accomplished our goals, raised awareness, and generated interest. Going forward, we have a better understanding of how to achieve our goals and growth objectives so we can enhance and revise our Business Empowerment participation to make it even more effective.”

Jeff Broadhurst, President