

Skytap Virtual IT Labs Case Study:

Mitratech transforms sales demos with Skytap

Background

When preparing a sales demonstration for a prospective customer, Mitratech was using a static and difficult to update software. The company needed a solution that would allow salespeople to easily create customized demos

Challenge

During the global pandemic, Mitratech began conducting more sales demonstrations virtually rather than in-person. The company was previously using a demo software that was highly customizable, but challenging to upgrade and create sandbox environments for potential customers. The software was also difficult to tailor to each salesperson and did not have a functioning base template with standardized data and configurations. Mitratech needed a way to provide salespeople with the tools they needed to conduct multiple sales demos per day to keep up with growth, and be able to quickly customize for each potential customer to deliver a highly personalized experience.

Although Mitratech already had sandbox functionality, it was difficult and time consuming to configure. Recognizing the requirements it needed to better serve its sales consultants and stay ahead of the competition, Mitratech determined it needed a virtual training lab solution that:

- Makes it simple for salespeople to customize their demos for each potential customer
- Efficiently delivers demo and sandbox environments for a growing salesforce and customer base
- Offers best-in-class experience for both internal and external users
- Supports the growing importance of remote environments for customer and partner trials

Whichever solution Mitratech picked, it wanted to modernize IT infrastructure, bolster global availability, improve scalability, reduce the internal resource strains on IT staffing and overhead as well as save money on capital expenditure.

Overview

INDUSTRY:

Technology

OBJECTIVE:

Support virtual demos and salesforce

USE CASE:

Sales demos and sales enablement

About the Company

Mitratech is a global technology partner for corporate legal departments, risk and compliance teams, and HR professionals seeking to raise productivity, control expense, and mitigate risk by deepening organizational alignment, increasing visibility, and spurring collaboration across the enterprise. Mitratech partners with customers to design, develop, deliver and support the legal, risk management, and HR software solutions.

Mitratech addressed potential customer and salesperson requirements with Skytap quickly, implementing the new sales demo and POC environment within four months. With Skytap Virtual IT Labs functionality, Mitratech's non-technical sales consultants can efficiently provision and customize numerous sales demos and sandbox environments each week. To make the process efficient, Mitratech leverages standardized templates and environment cloning to unify efforts across multiple regions. These templates are regularly updated by the Mitratech virtual IT labs content team to support desired demo consistency.



“Leveraging what we had with Skytap and the sandboxes, we nearly doubled our win rate for our biggest major application. We got better at getting the right data and delivering a cohesive demonstration environment, and that was facilitated by Skytap.”

– Ken Wilson, Mitratech Senior Director of Technical Sales

Outcomes

Mitratech was able to deliver “a more cohesive demonstration environment” that sales consultants could create on their own, according to Mitratech Senior Director of Technical Sales Ken Wilson. Skytap enabled Wilson's team to train and properly equip salespeople, pre-sales engineers and technical consultants with the knowledge they needed to best evangelize Mitratech to customers. “Skytap provided support behind the scenes to make sure our environment was up and running and we could spin multiple environments up from any location rather than being dependent on IT systems or a single data center.”

By using Skytap, Mitratech was able to:

- Create a standardized template environment with the standardized product and sample data
- Build personalized sandbox environments for potential customers in less than 24 hours
- Develop multiple user personas within the environment: sales consultant, international sales consultant, customer, and international customer
- Double its sales win rate after a potential customer used the sandbox environment powered by Skytap

In addition to using Skytap for sales demos and POC environments, Mitratech also uses it to create environments for its software partners' engineering teams to develop against Mitratech software. This helps partners conduct testing and ensure their technology integrates seamlessly with that of Mitratech. As Wilson puts it, “there's never been any question as to whether or not Skytap has been delivering and getting our value out of it.”



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