



Business Objects Streamlines Demo Development Cycle and Lightens Workloads for Hundreds with VMware Workstation

Business Objects Saves Time, Money, and Labor with VMware Software

RESULTS

- Saving man-years worth of time and energy during the product demo-development cycle
- Simplified collaboration on development
- Increased productivity
- Standardization of product presentations
- Dramatic labor efficiency gains

Streamlining the Product Demo Creation and Dissemination Processes

Business Objects is a global business intelligence (BI) software company, with more than 39,000 customers and a network of more than 3,000 partners and resellers. Its software helps organizations track, understand, and manage information so as to gain better insight into their business and improve decision making and enterprise performance.

Of Business Objects' 4,900 employees, six comprise its product demo team and share the goal of creating demonstrations for the company's worldwide sales consulting force. Each team member focuses on particular products and industries and is responsible for ensuring there are examples of installations, scripts for different product pieces, etc. The team then compiles the various data elements to ship out integrated product demos to the sales consultants for presenting to customers.

"In the past, all of our sales consultants were responsible for keeping their machines and software up to date with patches and service packs. They also needed to maintain the database underlying the products in order to create good demonstrations," says Alexis Guinebertiere, product marketing manager, Business Objects. "It was a very inefficient process that consumed valuable time and resources. If something were to happen to just one person's computer, it might cause all kinds of issues and delays."

Additionally, there was often a lag in getting updated information out to the sales consulting force, which would lead to inconsistencies in the materials presented to customers.

"Often, not everyone would know about the availability of a new patch or software update. And even if they did, they didn't always have time to complete an upload," says Guinebertiere. "Too frequently, days and days of productivity would be lost. If you were to take those days and multiply them by the number of people in the sales force and then by the number of years we'd followed this process, you'd wind up with a pretty large number. We're talking man years of lost time and energy."

VMware Software Improves Collaboration and Productivity

The sales demo team began evaluating VMware Workstation in 2003. "We'd learned about Workstation through internal references; one sales person and another person in development had each purchased a license and it made their jobs so much easier," explains Guinebertiere. "The reviews on Workstation were so good, we never really considered going with any other solution."

"For us, it's pretty much VMware Workstation and VMware GSX Server all day every day. They're core tools to doing our day-to-day jobs. We've seen huge productivity gains as of a result of our sales consultants no longer having to put together their own individual demos. In fact, we just came from a meeting of worldwide sales consultants where we continued to hear how much they appreciate the centralized demos. There's no question we're now providing our sales consultants with the best demos of our most recent products. Without VMware technology, this would not be possible."

*Alexis Guinebertiere
Product Marketing Manager, Business Objects*



VMWARE WORKSTATION AT WORK

- VMware Workstation on IBM T42P with 2G RAM
- VMware GSX Server on Windows Server 2003
- Host operating systems include: Windows XP on laptops, Windows 2003, Linux
- Guest operating systems: Windows, Linux, Solaris

"We also purchased VMware GSX Server for development when we need more than two gigabytes of memory and want to run multiple virtual machines," adds Guinebertiere. "So we collaborate on GSX Server, test on Workstation, and then ship out the demos to sales."

VMware technology now saves sales consultants from the laborious process of keeping their systems updated, while also facilitating:

- **Reduced labor costs.** "Though we haven't quantified cost savings, it was clear that VMware software worked and would be saving us money," says Guinebertiere. "We didn't even need to consider doing an ROI study. There was no question we'd be seeing huge cost savings and efficiency gains."
- **Centralized demo development.** VMware Workstation has enabled a team of six to centralize the demo service, eliminating the need for 450 sales consultants to develop demos individually. Says Guinebertiere, "My team of six is now building all of our demos on virtual machines. We provide sales with the content they need in a single install—and they love it!"
- **Simplified collaboration effort.** Guinebertiere and his team use VMware GSX Server to enable multiple people to log into a single virtual machine at the same time for co-development purposes.
- **Increased productivity.** Initially, the sales consulting force resisted using VMware Workstation, thinking it might slow them down. "At first, they didn't understand the massive increase they would see in productivity. In the end though, the value of getting regular, completely updated demos—which were insulated from their own host-system content—far outweighed any initial reluctance to using Workstation," says Guinebertiere.

- **Standardized product presentation.** VMware Workstation has enabled Business Objects to standardize the way it presents products to customers. According to Guinebertiere, "Our partners also have caught onto the value of developing demos on Workstation and then disseminating them out to the sales force. They're very interested in the product and gaining access to the new demos."

Standardizing on VMware Virtualization Infrastructure Results in Consistent and Up-to-Date Product Demos

"VMware software is the standard at Business Objects. For us, it's pretty much Workstation and GSX Server all day every day. They're core tools to doing our day-to-day jobs," states Guinebertiere. "We've seen huge productivity gains as of a result of our sales consultants no longer having to put together their own individual demos. In fact, we just came from a meeting of worldwide sales consultants where we continued to hear how much they appreciate being able to get a centralized demo. There's no question we're now providing our sales consultants with the best demos of our most recent products. Without VMware technology, this would not be possible."

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