



# HOW A DIGITAL ENGINEERING FIRM ELIMINATED ABANDONMENT AND INCREASED CONVERSIONS OF ITS SOFTWARE TRIALS

CLIENT CASE STUDY  
PTC ENGINEERING SOFTWARE

# MISSION: MAXIMIZE ENGAGEMENT WITHIN SOFTWARE TRIALS TO INCREASE SALES CONVERSIONS

## CLIENT PROFILE

NASDAQ: PTC

Provider of digital engineering solutions

Large Enterprise (10,000+ Users)

Independent Software Vendor (ISV)

## CHALLENGES

High abandon rates for trial software

Complex product installation and configuration

Trial usage unknown

Reactive to trial issues

Prospects can rollback system clock to evade licensing

## OUTCOME

Trial Success Rate: Improved from <50% to over 80%

Automated lead routing, based on trial status

Software trial usage metrics

Enforceable licensing

## THIS CASE INVOLVES A GLOBAL SOFTWARE COMPANY.

PTC is a global software company that delivers a technology platform and solutions to help companies design, manufacture, operate, and service things for a smart, connected world.

### BACKGROUND

Like many software companies, PTC knows that nowadays, promises and stories are not enough and prospects want guarantees and proofs. PTC provided a real software experience to customers with a trial download of the industry's leading 3D CAD software Creo. It didn't take long to realize they had a few issues.

### ADDRESSING AN INEFFECTIVE TRIAL SOFTWARE CAMPAIGN

The largest problem was the size of the installer download. At 4.18 GB, many prospects would abandon the 25+ minute download altogether and never even install the product. Other prospects would not validate they had suitable system requirements leading to failed installations. Sales staff from PTC would follow-up with prospects to find they either never got the product working or were so frustrated with the installation they were no longer interested in the product.

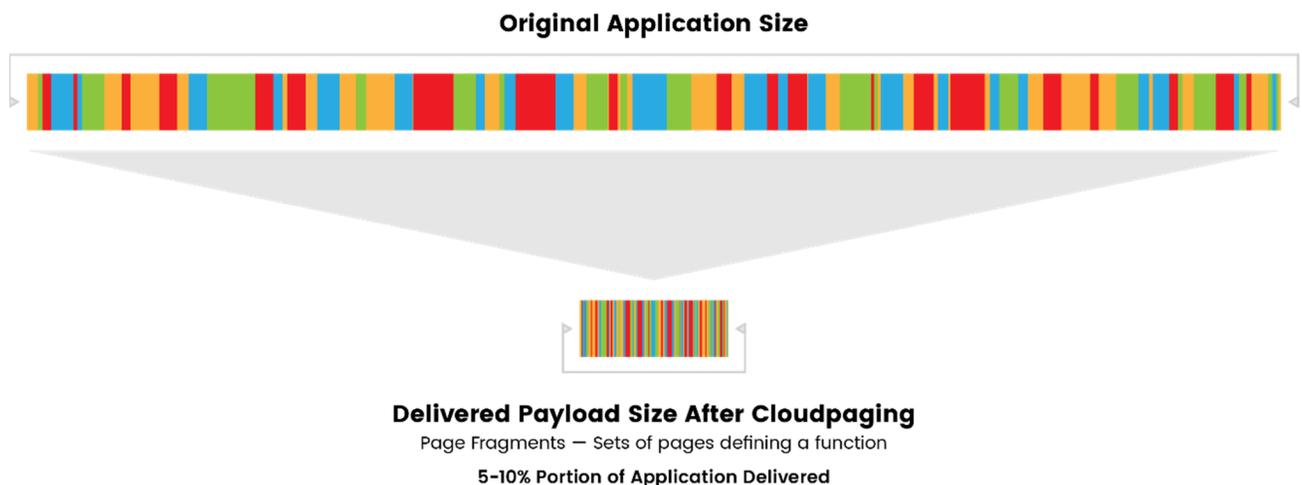
Overall the campaign was not producing the results that PTC had expected with a less than 50% success rate. Instead of leading to sales, it was creating support issues and increasing costs. On average the trial was resulting in 2.58 support tickets per week as well as increased development costs to build the trial experience.

## THE SOLUTION

PTC needed a solution that allowed users to quickly and easily begin using PTC Creo. They also needed some insight into how successful the installation of the product had gone and how much each user was actually using the product. Finally, they needed some way to ensure users could not use the product for more than 30 days unless they purchased a full copy of Creo.

PTC replaced the full download on their website with a Cloudpaged version of Creo, from the Cloudpaging CDN, Numecent's world-wide Cloud platform. Trial users receive a small download and they are able to start using the product within a few minutes with no installation or configuration required.

Cloudpaging technology works by only delivering execution pages for what is needed to run the application and fetches the pages in the background. Once fully fetched the application can be used offline without the need for access to the cloud. For Creo, only 180 MB was needed in the initial delivery payload.



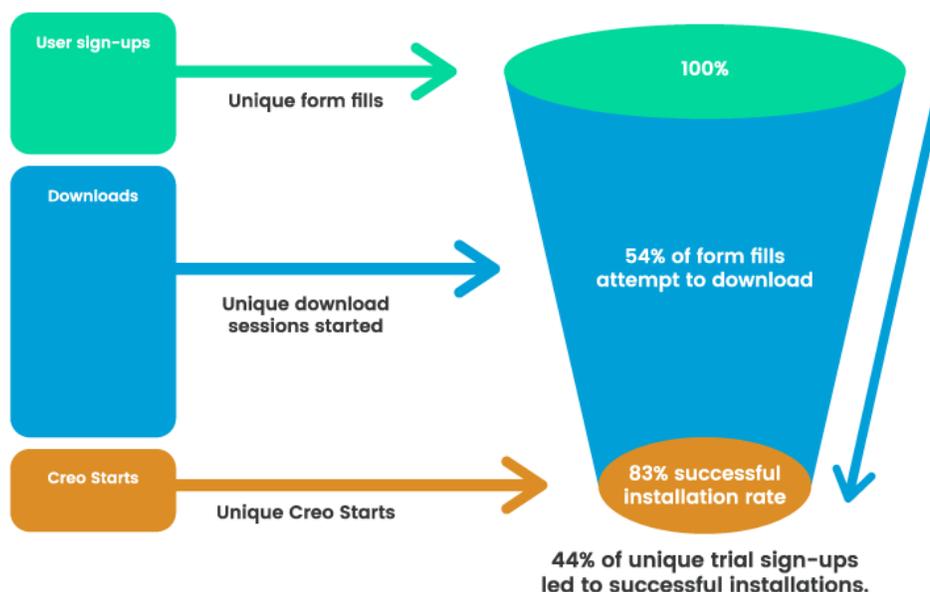
## USAGE DATE ALLOWS FOR BETTER DECISION MAKING

Utilizing the metrics available from the Cloudpaging solution, PTC can determine if the user was able to launch the Creo product and how long they used it. They are also able to collect any errors the user experienced and proactively route that information to their Support team to assist the potential customer and ensure their trial of Creo is successful. Usage information is routed to the Sales team who can adapt their conversation based on the customer usage patterns.

Proprietary Cloudpaging technology enforces a 30-day trial, regardless if the system clock is changed or not. Cloudpaging of Creo ceases after 30 days and the application “disappears” from the end user’s machine. This eliminated the needs for one-off versions of Creo to be implemented.

## CONCLUSION

PTC was able to nearly eliminate the abandonment rate and installation issues with the Creo software trials. Prospects are now able to immediately utilize the product and are proactively contacted if they run into issues. The success rate of trials increased to over 80%. Sales teams know more about the customer and are better able to convert a prospect to a customer.



## ABOUT PTC



PTC has the most robust Internet of Things technology in the world. In 1986 we revolutionized digital 3D design, and in 1998 we were first to market with Internet-based PLM. Now our leading IoT and AR platform and field-proven solutions bring together the physical and digital worlds to reinvent the way you create, manufacture, operate, and service products. With PTC, global manufacturers and an ecosystem of partners and developers can capitalize on the promise of the IoT today and drive the future of innovation.

For more information, visit [www.PTC.com](http://www.PTC.com).

## ABOUT NUMECENT

Numecent is a pioneer and technology leader in the rapid, secure, and friction-free provisioning of native software applications from the cloud or on-premises. Working across a range of sectors, Numecent's groundbreaking Cloudpaging technology offers a new paradigm for application delivery. It delivers native applications from the cloud between 20 – 100 times faster when compared to a linear digital download, while it can execute on the client's platform without the need for installation, ensuring absolute efficiency and ease of use. Numecent's primary customers include Cloud Service Providers (CSPs), Independent Software Vendors (ISVs), Managed Service Providers (MSPs), and Enterprises.

Numecent introduced its proprietary Cloudpaging platform and emerged into the market in 2012. The company's headquarters are located in Irvine, California with partners located throughout the world.

For more information, please visit [www.numecent.com](http://www.numecent.com).