



“With the Online vForum, INXPO is more than a vendor selling its wares – they are an integral extension of VMware’s internal team.

- Hideo Esaka, Director, Americas Demand Generation

Who is VMware

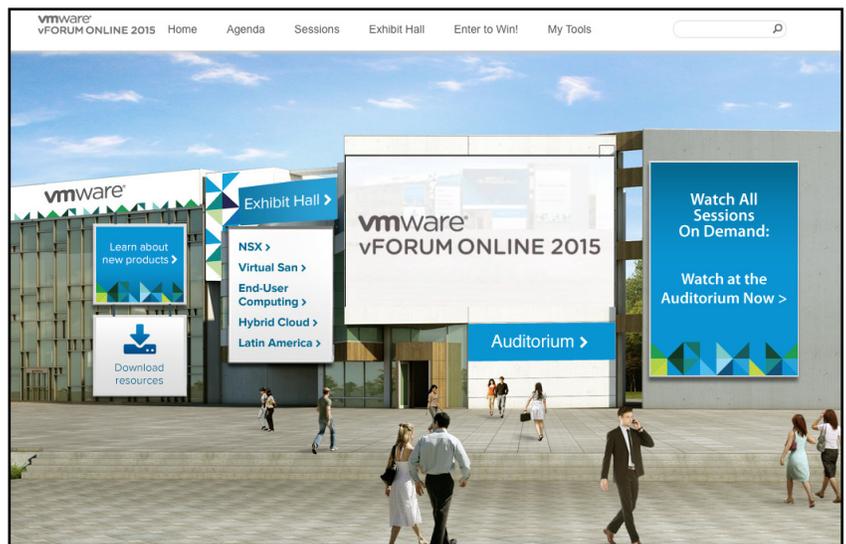
US software company, VMware Inc. Founded in 1998 and based Palo Alto, California, VMware is the leader in virtualization software and cloud infrastructure from the data center, to the cloud and mobile devices. VMware’s mission is to simplify IT and every VMware product focuses on attacking the complexity and rigidity of the IT world. VMware showcases its cross-technology offerings every year by allowing prospects and customer to access demo labs and speak with technicians online in a vForum, they sought to increase attendance and pipeline by adding additional interactive elements to their standard forum agenda.

Goals

- > **Elevate registration to attendee conversion rate** from previous virtual event with additional marketing
- > **Increase** the average time spent in virtual event and ultimately **increase leads and pipeline**
- > **Generate** a **higher revenue and pipeline** than previous virtual event

Approach

INXPO was able to create the ideal virtual event for VMware to highlight their products and services to help generate external leads. INXPO and VMware worked to create a virtual event experience that compliments VMware’s VMworld annual, global user conference with branding and content. To drive a high registration to attendance conversion, INXPO set up multiple event reminder emails to registered attendees highlighting key sessions for the event.

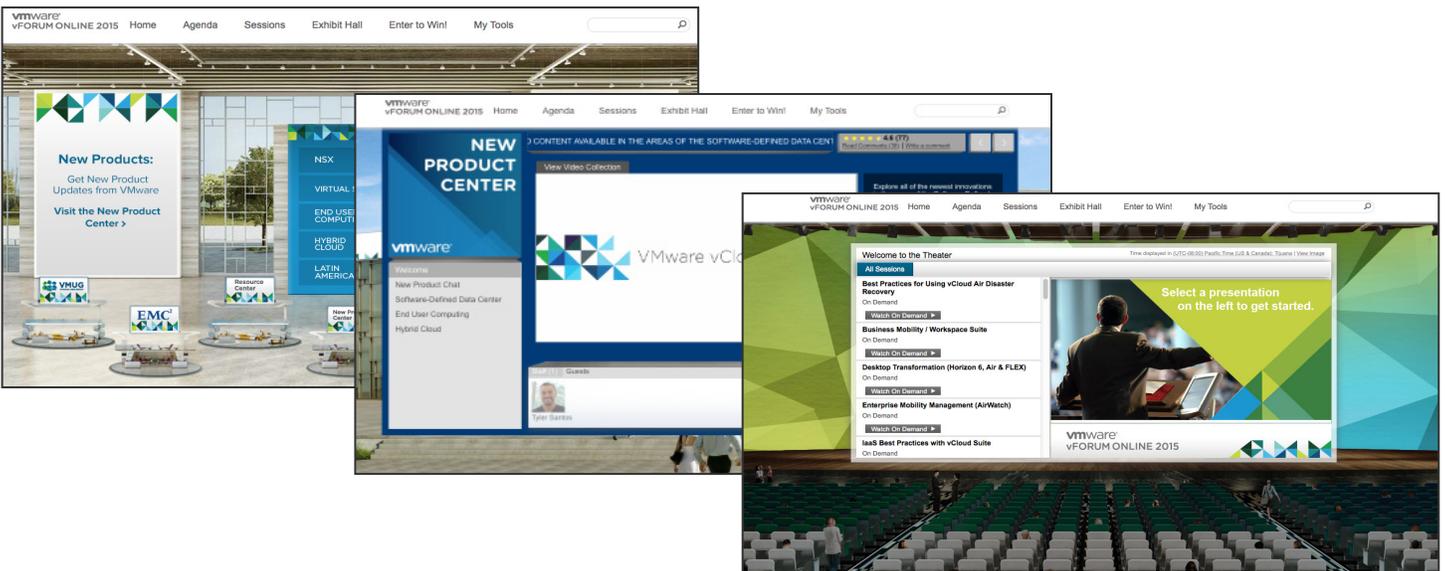




“Starting at planning and executing; then continuing through to the post-mortem, INXPO is there every step of the way.”

- Hideo Esaka, Director, Americas Demand Generation

A streamlined agenda navigation and an in-event messaging system to remind attendees of upcoming sessions and important activities, encouraging users to stay longer in the event and gather additional information and interact with VMware staff. After the live event, all content immediately became available on demand for attendees that missed the live session to further content consumption and lead generation.



Results

Over 2,600 Hands on Labs were deployed during the live event fueling VMware's revenue pipeline which continues to grow with all content still being actively viewed on-demand.

58%
attendance rate
from registrations,
2X higher than prior
year US average

4 hrs.
average time per
user watching videos
and interacting with
staff

1,000+
on demand views
post-event,
extending content
life and value

36,000+
hours engagement
in the virtual event
by customers
and prospects

To learn more about INXPO's Virtual Event solution visit www.inxpo.com, email us at contactsales@inxpo.com, or call us at (312) 962-3708.

