

Thursday, July 14, 2005

internet at work

Name:	Aruba Networks
What It Does:	Aruba Networks is fast-growing enterprise infrastructure company. Aruba's products -- including mobility controllers, access points and advanced mobility software -- help corporations address fundamental new changes taking place in enterprise networks caused by user mobility, security and wireless technology. Aruba has operations in the United States, Europe, Asia Pacific and the Middle East, and employs staff around the world.
How It Uses the Internet:	Aruba uses a variety of Internet technologies to maximize the effectiveness and efficiency of its worldwide sales team, as well as to provide superior service, support and training to its customers. To accelerate the sales cycle, Aruba uses an on-demand service to share current customer references with prospective customers.
What Technology It Uses:	Customer reference services from Point-of-Reference
Gains Realized from Using this Technology:	Aruba's sales team is able to immediately provide prospective customers with anytime access to a pool of relevant references. Point-of-Reference conducts and records customer interviews, posting them to the online Aruba Reference Center as both streaming audio and written transcripts. The references are available to prospects by invitation only. Use of this technology requires only a fraction of the time typically spent by salespeople on reference-related activity. Equally important, it respects and protects Aruba's customers' time by leveraging a single reference interaction across numerous prospects and purposes.
The Upshot:	"In an increasingly competitive market, working smarter and leveraging technology is absolutely essential to success," said Dave Butler, vice president of sales for Aruba Networks. "Point of Reference is a prime example of doing just that. This technology minimizes the time our sales team must spend on prospect reference coordination, minimizes the intrusion on our current customers and customer reference program, and provides clear tracking and reporting of Aruba's Reference Center usage."