

OBJECTIVES for Sage North America

Dramatically reduce printed materials, improve the overall attendee experience, and reduce the “mean time to access” product information before, during and after the event.

SOLUTION

Sage is a leading supplier of business software for more than 6 million customers worldwide. The 2011 Sage Summit brought together the entire Sage community: customers, partners, exhibitors, and Sage team members and drew 4,369 attendees. This was the first of many events that delivered virtualTotebags to attendees.

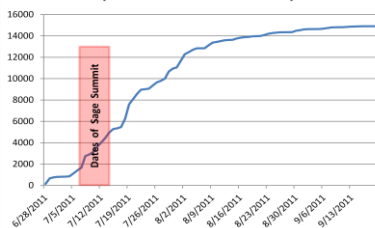
An essential metric used by Sage to evaluate an event’s success is its Net Promoter Score (NPS). Post-event customer NPS **doubled** from 28% in 2010 to 61% in 2011.

virtualTotebag™ Delivered Measurable Results For Sage

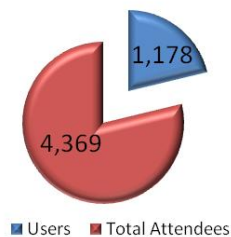
Printing and shipping costs were dramatically reduced. Without virtualTotebag, Sage may have printed as many as 26,000 session handouts at an average of 10 pages each. virtualTotebag tracked nearly 15,000 document downloads, *eliminating the need to print approximately 150,000 pages, saving at least \$15,000.*

“We are far greener today with virtualTotebag than we’ve ever been. We print and ship a fraction of the materials we previously sent to events. Best of all, our attendees are happy to not have to carry printed materials home when they can access them right on their phone or computer”

Attendees Requested Documents Well After Sage Summit Concluded (Cumulative Downloads)



Usage (27%)



Total Downloads	14,908
Total Users	1,178
Average Downloads per User	12.66

“We looked at a variety of web-based content management solutions relating to events. We chose virtualTotebag because it’s elegantly simple, with a well-executed core set of features that focus on getting the right content to the right attendees with speed, and provides Sage with meaningful reports, data and metrics. Using virtualTotebag has made Sage greener, slashed post-event sales cycles, and contributed to increasing our NPS score.”

Danielle Cote, Vice President of Event Marketing, Sage, Inc.