



Intranets
.com

Intranet and Extranets

EnvoyWorldWide uses Intranets.com to provide current tools to sale teams.



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175 million served, and counting... No, it's not a fast food chain. It's EnvoyWorldWide, and through its notification services, it serves personalized, interactive communications on behalf of its customers via wired and wireless devices.

EnvoyWorldWide's highly customizable, automated notification service powers industry solutions, such as NotiFind and Notify Employees from Strohl Systems, OpsPlanner from OpWatch, and the school to home communications solutions offered by Notification Technologies Inc. (formerly PACE).

In addition, EnvoyWorldWide notification services support the notification initiatives of more than 110 companies directly.

The solutions' broad applicability has powered everything from tainted food alerts for the California Department of Health, to recent hurricane warnings to Florida-based policyholders of Unitrin Direct, to outage notifications for numerous utility companies. During the 2003 East Coast blackouts, EnvoyWorldWide delivered 250,000 messages. The business landscape changes rapidly and EnvoyWorldWide's solutions grow quickly, so the company has come to rely on its Intranets.com intranet and extranets to make sure its sales force and resellers always have the most up-to-date versions of marketing collateral containing critical sales information and statistics.

"As a notification service company, our marketing collateral changes frequently. In addition to product updates that are required with each new release, the volume of messages we send per month, our capacity to send messages, and our number of customers is growing rapidly. We need to make sure that our sales force and resellers have updated materials containing this new information immediately," says Melissa Centrella, Marketing Manager for EnvoyWorldWide.

"Intranets.com's Document Manager allows us to post the most recent versions of all our sales tools -- data sheets, white papers, etc. -- to an online centralized repository that everyone can access and leverage for consistent messaging," says Centrella.

"We're pushing a lot of material out to our sales force, and the fact that everyone is up-to-speed and educated not only about our own products, but also about our competitors', helps the sales reps sell more quickly," Centrella said.

Discussions Forum and Announcements

EnvoyWorldWide also uses the Intranets.com Discussions Forum to share ad hoc information among the 30 people on the company's sales and marketing teams.



"Deploying Intranets.com as an extranet to service our partners, lets us provide extensive information with limited time and company resources. It's a great partner relationship building tool, as well as a great tool for training."

- Melissa Centrella,
Marketing Manager for
EnvoyWorldWide

“The sales reps use the Discussions Forum to tell marketing what they’re seeing at trade shows, or what they hear about a competitor while visiting a customer or a prospect. It’s a way to let us know what they’re seeing out there and also to make suggestions for materials that they may need in the field. The Discussions Forum is a perfect avenue for the sales people to give timely feedback to the marketing team.”

“To be successful and time-efficient, our sales teams need the most current information, and Intranets.com offers us the critical control we need to achieve that end.”

- Melissa Centrella,
Marketing Manager for
EnvoyWorldWide

“Besides the Documents Manager and Discussions Forum, EnvoyWorldWide uses the Intranets.com Announcement function to post breaking news in the industry to our intranet home page. This includes information on industry mergers and acquisitions, news and press coverage and awards that EnvoyWorldWide receives,” Centrella explained.

Sales Reps Love Intranets.com

“The sales reps really love Intranets.com. Many of the reps use it as their home page and for new employees, there isn’t a more consistent or impactful way to help them get familiar with the intricacies of our market.”

“One complaint sales people in many industries have is that they feel like they are not connected to their own company headquarters. Intranets.com lets our sales reps across the US feel connected to our headquarters here in Bedford, MA. With Intranets.com, they’re as informed as

anybody here in our home office,” Centrella said.

“It’s great that we can organize everything in one place with Intranets.com, without requiring assistance from IT. As a 40-person company, the resource and time savings is tremendous for us.”

Enhancing Partner Relationships

Intranets.com has also played a significant role in EnvoyWorldWide’s relationships with its business partners.

“Besides our own intranet, we’ve deployed four private extranets for our largest business partners using Intranets.com, and we have a fifth Intranets.com extranet that is generic for multiple smaller business partners,” Centrella said.

“Our partners were impressed. Deploying Intranets.com as an extranet to service our partners, lets us provide extensive information with limited time and company resources. It’s a great tool to build partner relationships, as well as a great tool for training and education,” Centrella said.

“With Intranets.com, we can provide product training to our partners’ sales reps -- offering them release information on our products, technical information and RFP support. We can also use Intranets.com to provide our partners’ sales teams with sales tools they can download for their prospects -- such as data sheets and white papers, etc. With Intranets.com, we really feel like we’re arming them for their sales calls. Our partners’ sales reps need to know as much about our product as their own and they need to have access to that information all in one place.”



“It’s the ability to give both our own and our partners’ sales reps the latest version of our marketing collateral that’s important to us. We could email all these documents, but they change too frequently. We always have new releases, new competitors, new features and new customers. To be successful and time-efficient, our sales teams need the most current information, and Intranets.com offers us the critical control we need to achieve that end,” Centrella said.

