

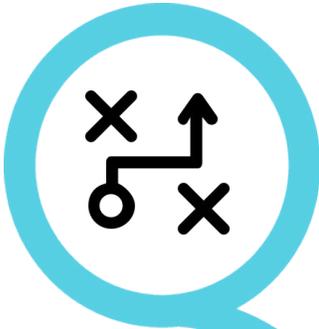


DIGITALLY TRANSFORM YOUR AUDIENCE ENGAGEMENT STRATEGY

When connecting with customers to deliver value and build brand loyalty, an effective digital and content strategy is important to promote successful sales engagements. Businesses that strategically create real value to their customers set themselves ahead of the competition and drive growth opportunities.

Beyondsoft helps to assess, implement, and manage the digital transformation of your growth strategy. We can also deliver comprehensive business IT solutions, helping you meet your goals and driving your business forward.

Advance Your Digital Transformation



Strategy Envisioned

Our team of experts help to develop a strategy that fits your specific goals. Our services include content governance strategy, editorial operations, website UX/UI design, and more.



Results Measured

Our BI Analytics team uses data visualization and advanced analytics to streamline time-to-market publishing processes and reduce operations costs.



Platform Integration

We optimize processes by assessing different platforms, and offering, multilingual translation and multimedia localization services.



Content Amplification

We direct your content to the audience for which it's meant. Through lead nurturing, engagement automation, and SEO/SEM strategies, you can better deliver content to your audience.

Make Digital Transformation A Business Decision

Support Business Drivers

Harness your digital platforms and content strategy for proven results.

Digital localization
Web engagement

Reduce Operations Costs

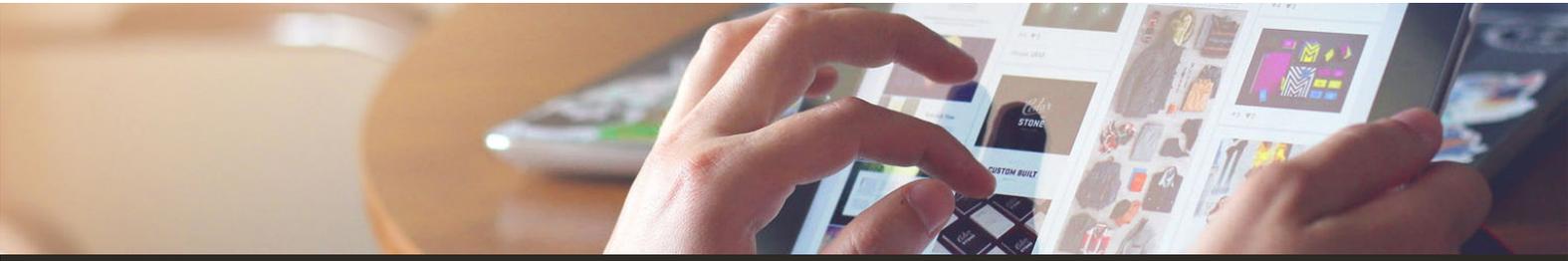
Understand the platforms that work, eliminate those that don't perform.

Platform assessment
Program management

Accelerate Revenue Growth

Increase marketing reach and target key decision makers more quickly.

Lead acquisition & nurturing
Engagement automation



CASE STUDY: Demand Generation Strategy For High Tech Software Company

Beyondsoft marketing specialists use Marketo to help increase sales leads

The Challenge

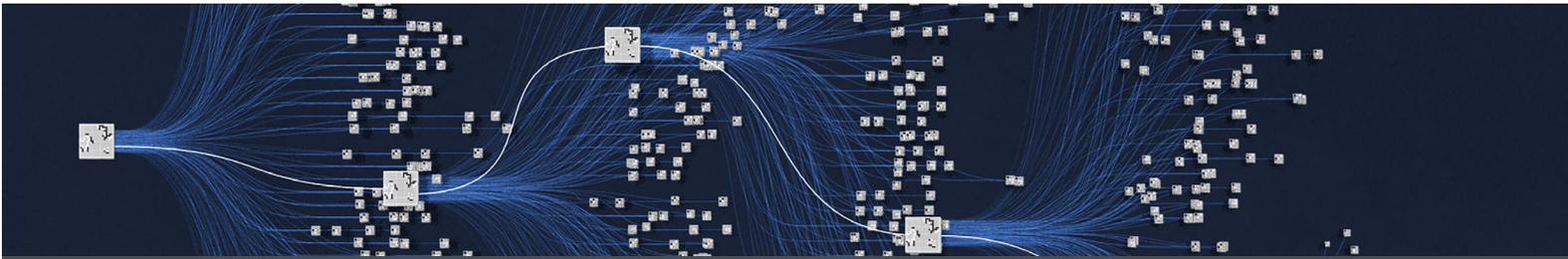
Leads from a global high-tech software company were not being effectively routed into the sales and marketing funnel, causing stagnation and deterioration of valuable sales-qualified leads.

The Solution

Beyondsoft Marketo experts implemented a demand generation strategy by building data pipelines that pass lead generation information from its website to Marketo. The team also developed Power BI dashboards to visualize and analyze data, offering a consolidated view across Lead Acquisition, Nurture, and Web Engagement.

The Results

- 3% increase in site visitor-to-successful lead conversion within 6 months
- 34% of leads are now tagged correctly, creating an increase of 11% of leads being funneled to sales
- The number of leads being referred to the cloud platform sales team has increased on average by 325%



CASE STUDY: Microsoft OEM Editorial Operations

Content experience team optimizes framework and reduces overall costs

The Challenge

Microsoft's OEM team needed a Managed Service Partner to implement an optimized framework for delivering localized targeted content to its customers. They also needed a vNext Generation Reporting platform to support ROI decisions about its content delivery platforms and support teams.

The Solution

The Beyondsoft content experience team developed a strategy around solving key problem areas; content intake and submission, data analysis and visualization, and support. The team also created a suite of advanced analytics with metrics relevant to the client's business while leveraging Microsoft Power BI technology.

The Results

- Time-to-market publishing process reduced by 50%
- Expert quality editorial creation and content review significantly reduced
- Overall content operations cost reduced by 80%

[Learn More](#)

Visit us at www.beyondsoft.com or email us at sales@us.beyondsoft.com