

The Economic Impact of Reprise



Achieving Positive ROI Through SE, Sales & Marketing Efficiency

Reprise is an interactive demo platform that enables enterprise go-to-market teams to drive growth through compelling product experiences. When Reprise product tours and demos are employed across the full buyers' journey, organizations see resulting improvement in the efficiency and effectiveness of their Solutions Engineering teams, which, in turn, has a positive impact on win rate and sales acceleration.

Below, we've outlined five key areas in which Reprise is proven to have a positive impact on business outcomes, using data taken from the Reprise Total Economic Impact™ study, a commissioned study conducted by Forrester Consulting on behalf of Reprise, as well as representative customer results.

	With Reprise
Lead Generation & Conversion	
Sales cycle duration	50% decrease
Conversion from lead to pipeline	50% increase
Website interactions converted to leads	60% increase
Win rate	4% increase
Sales Efficiency	
Sales onboarding time	1 week decrease
SE first-call demos delivered	50% decrease
SE hours spent on demo prep	80% decrease
Cost Savings	
Core engineering resources required for demo environment maintenance	88% decrease
Cloud hosting costs	50% decrease

1. Lead Generation & Pipeline Conversion

Customers using Reprise at the top of the funnel captured conversions at higher rates. Furthermore, using Reprise earlier in the buying process enabled sales reps to tailor demos to prospects' specific needs, which increased the likelihood of converting them to pipeline.

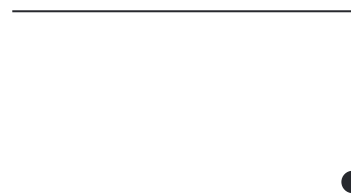
- **60% uplift in average website interactions converted to leads**
- **50% increase in average conversion from lead to pipeline**

2. Increase Sales Capacity & Win Rate

Enterprise technology companies face a combination of two challenges that can have a detrimental impact on win rate: First, customers increasingly want to see product demos sooner as part of an early-stage evaluation process, and second, many sales teams lack the technical resources to meet that growing demand with personalized, high-quality demos.

Solutions engineers spend significant time prepping for demos, a great number of which are purely informational and don't convert. Due to resource constraints, solutions engineers are left giving a high volume of standardized, low-converting demos. Demo request volume paired with a corresponding lack of demo customization limits the scalability of sales organizations.

With Reprise, prospects are able to self-educate using Reprise-built demos, leading to a reduction in the number of poor-quality demo requests. This frees SE resources to focus on more custom demos that are more likely to result in a conversion. Additionally, teams using Reprise are set up to scale by templating and iterating on their top-performing demos.



- **20% decrease in unqualified demo requests**
- **10x increase in SE capacity**
- **4% increase in win rate**

“What I see [Reprise] cutting down on is wasted time with an entire demo [or] an entire meeting. You’re like, ‘I just want to see a demo,’ so you’re going to schedule an hour. It’s going to be the dog-and-pony show. We’re going to give you a general demo. It doesn’t go anywhere. That’s where I see Reprise actually saving us a significant amount of time.”

**Vice President of Solutions Consulting,
Customer Success Software**

3. Decrease Seller Ramp Time

Reprise improves product education within internal teams. New hires had faster ramp times when provided access to product tours and demos built with Reprise.



1 week decrease in sales onboarding time

4. Accelerate Sales Cycles

Reprise enables self-service buyer education, allowing prospects to qualify in or out of a sales process early on, without consuming the sales team's resources. Because buyers come to demos with a better understanding of how the products can solve their needs, and because buyers are more purchase-ready by the time they reach sales, the sales cycle can be drastically shortened.

Additionally, demo assets created by Reprise allow champions to sell internally without needing every stakeholder to participate in each live call or demo.

"Sometimes we get one shot with a demo, and following up with the leave behind is a nice way to say, 'Here's everything we talked about – you don't have to read this four-page .pdf, you can look at the product yourself. Play around with it, be interactive, and we can guide you through what you just saw.' That's been really nice as a better leave-behind to help our customers make informed decisions." Account Executive, Hireology

- **50% decrease in average sales cycle**
- **75% decrease in cost of acquisition**

5. Demo at Scale

Traditional sandbox environments can be costly to maintain, in addition to the resources required to update and verticalize data for every demo. Reprise enables organizations to build demo environments that faithfully render their products without drawing on cloud computing costs.

As a result, teams are able to demo simultaneously and at scale, such as at conferences and events, without additional SE resources in place to maintain the environment.

For one customer in the big data analytics category, showing off their capabilities costs them \$2,000 a day per demo environment in hosting alone. Now they just show a captured version of that via Reprise.

- **400% increase in demo capacity without additional SE resources**
- **75% lower total acquisition cost due to fewer demo environments running**
- **88% reduction in cloud computing costs**

Reprise's full-funnel approach to demo creation positively impacts efficiency and conversions at every stage of the buyer's journey. Using conservative estimates, Forrester calculates a 323% return on investment with Reprise.

Sources:

- [Reprise Total Economic Impact Study](#)
- [Hireology case study](#)
- [Cloudera case study](#)