

# VIVIT&SHUNRA

## SHUNRA LEVERAGES VIVIT TO REACH TARGETED PROSPECTS AND FINDS IMPRESSIVE RESULTS



Shunra's engaged with Vivit to build brand awareness, provide education on application performance engineering, and generate both product and services revenue. To achieve this goal, Shunra contracted 2 webinars with Vivit that resulted in a fast ROI measured in terms of net-new leads and closed deals. After Impressive program results, Shunra took their sponsorship one step further and exhibited with Vivit at HP Software Universe, drumming up massive interest within the Vivit Community and furthering the company's market awareness and reach.

### Challenge

The recognized leader in application performance engineering (APE), Shunra's solutions discover, predict, emulate and analyze the performance of applications over WAN, Web, Mobile and Cloud networks. One of the company's products, *Shunra for HP Software*, is embedded in HP Performance Center and Load Runner. To encourage adoption of Shunra for HP, Shunra seeks to communicate the value of the product in the HP environment. Specifically, Shunra for HP enables Performance Engineers using HP Load Runner or HP Performance Center to:

- ▶ Perform rapid analysis of performance test results via actionable and customizable reports for performance validation, SLO attainment and problem prioritization and remediation;
- ▶ Test application performance under real-world network conditions to detect the application performance impact of latency, jitter, packet loss and bandwidth restrictions;
- ▶ Conduct location-aware testing including SLO reporting and automated performance analysis reports;
- ▶ Reduce or eliminate the need for expensive remote load generators.

To effectively communicate their value to HP users, Shunra sought a targeted means for reaching this specific audience. Shunra had previously employed a unique approach to meeting these potential customers by hosting local thought leadership groups via Vivit Chapter meetings to educate the community on APE best practices and the company's capabilities. This had worked well for Shunra, and the company continues to leverage local chapter meetings, but Shunra was looking to expand their reach further and reached out to Vivit to develop a program that would drive fast, tangible results.

### Quick Stats:

- ▶ Positive ROI on initial Webinar campaign
- ▶ Over 20% attendee conversion to qualified contacts
- ▶ Averaged over 250 Registrants
- ▶ Two webinars with dedicated email distribution and Inforum Newsletter syndication
- ▶ Triple Crown community appreciation event sponsor at HP DISCOVER
- ▶ Philadelphia, PA and Delaware Chapter Leaders and Hosts for educational thought leadership meetings

“ We relied almost exclusively on the Vivit team for planning and executing of our program. They were very diligent in ensuring all details were addressed and they handled all the outreach and logistics. Vivit facilitated an excellent campaign that delivered high value for Shunra. ”

Mark Tomlinson, Philadelphia Vivit Chapter Leader and Shunra's Senior Director of Professional Services



## Program

Shunra worked with Vivit to develop 2 different webinars addressing thought leadership topics. Vivit planned the webinars as well as managed the outreach to the membership community. This outreach included dedicated email blasts as well as advertising in the Inforum Newsletter. In addition, Vivit utilized social media, the HP Solutions Community and website advertising to get the word out about the online event. Shunra used customer testimonials to add credibility and pizzazz to their webinar, and the result of the combined Vivit-Shunra efforts was a large number of webinar registrants and attendees.

In addition, Shunra was a Triple Crown sponsor for Vivit's evening event at HP Discover and as a result, received over 50% of their HP Discover leads from this one event.

## Benefit

Because Vivit has over 6000 Members, it was the perfect resource for Shunra to tap into HP Users using Load Runner or HP Performance Manager. With one third of the Vivit database using performance tools, Shunra was able to develop a very targeted message campaign that resulted in a fast and measurable ROI. Over half of the attendees that watched the webinar opted-in to receive more information from Shunra. Utilizing one webinar with multiple touches, Shunra was able to deliver a clear and concise event that created a profound interest, nurtured multiple pipeline opportunities and yielded tangible sales.

“ With Vivit's help, Shunra was able to not only reach a very specific group of HP users and focus our campaigns around targeted users, but also deliver tangible results. By leveraging Vivit's social media, email and event marketing, Shunra reached a group of users we were not able to tap before. ”

*Mark Tomlinson, Philadelphia Vivit Chapter Leader and Shunra's Senior Director of Professional Services*

## About Vivit

*Vivit Worldwide provides a community in which HP users; supporters and stakeholders can cultivate relationships, learn about trends and technology, deliver on efficient business practices and better themselves both personally and professionally. Vivit Worldwide delivers educational materials and support to the HP Community at large including IT, Hardware, Software, Business Technology Optimization and customer success pieces. Vivit is the only destination where HP users can find a wide array of thought leadership materials, community moral, partner solutions, technical support and training to help better the community as a whole. For more information, visit [www.vivit-worldwide.org](http://www.vivit-worldwide.org).*

## About Shunra

*Shunra is the industry-recognized authority in Application Performance Engineering (APE) and a pioneer in WAN Emulation. Shunra's customers include 75 of the Fortune 100 with some of the most complex and sophisticated networks in the world. Shunra's APE solutions discover, predict, emulate and analyze the performance of applications over WAN, Web, Mobile and Cloud networks. Shunra delivers dramatic cost savings through customized performance insight, enabling pre-deployment and post-production remediation and optimization. Customers include Apple, AT&T, Bank of America, Best Buy, Boeing, Cisco Systems, Citibank, eBay, FedEx, GE, IBM, ING Direct, Intel, Marriott, MasterCard, McDonalds, Merrill Lynch, Motorola, Oracle, Pepsi, Pfizer, Siemens, Target, Thomson Reuters, Verizon, Walt Disney and the U.S. Federal Reserve Bank. Shunra is headquartered in Philadelphia and privately held.*