

# NetIQ/WebTrends

NetIQ chose Macromedia Breeze Presentation as the platform for its on-demand seminar series, “WebTrends Take 10,” which educates visitors on web marketing concepts and trends.



NetIQ is a leading provider of Systems and Security Management and Web Analytics solutions. As the market leader for web analytics, WebTrends solutions from NetIQ provide timely answers enabling customers to improve their return on investment from web-based initiatives. More than half of the Fortune and Global 500 companies rely on WebTrends solutions for accurate and actionable insight into website activity and web visitor behavior.

NetIQ uses Macromedia Breeze Presentation to deliver its WebTrends Take 10 series of on-demand educational presentations on its website. The Take 10 presentations combine audio, PowerPoint slides and Macromedia Flash content for a fun and instructive user experience on web marketing topics ranging from Conversion to Search Engine Marketing.

A long-time user of Macromedia products including Macromedia Flash, NetIQ saw Macromedia Breeze as a natural fit for its needs. Macromedia Breeze enabled a powerful, interactive experience with minimal technical expertise required. Presentation development time promised to be quick.

### The Quest for Interactivity

As he searched for a delivery platform for the Take 10 presentations, NetIQ web marketing manager Jeff Cram considered using the company’s existing web meeting vendor. He quickly concluded that other vendors could not provide an engaging, interactive user experience. “Current online meeting and presentation solutions are simply not well suited to deliver an engaging online presentation,” says Cram. He felt the user interface and usability of the tool was critical to the success of the presentations. Breeze offered an intuitive interface and additional features such as surveys and quizzes. “The surveys are essential to create an environment where end users participate in the presentation. We want to educate and engage users with the content,” says Cram.

Macromedia Breeze allowed the WebTrends marketing team to create engaging user experiences by creating rich Macromedia Flash content –without web development experience. Time and money were also at stake. “We didn’t have the budget to outsource this and we didn’t have the resources for in-house development without Breeze.”

With its familiar PowerPoint interface, Breeze was simple for the marketers to use while enabling collaboration with web marketing experts such as Bryan Eisenberg of Future Now. Workflow is intuitive. The marketing professional gets material from the expert, creates a slide deck and then sends it back for comments. When the presentation is ready to go, the expert records the voice over, which the marketing person then syncs with the slides. Publishing to the web is straightforward. The whole process takes only a few days after the expert creates his or her content.

### Challenge

NetIQ needed a quick, cost-effective way to deliver a series of on-demand educational presentations on topics of interest to web marketers such as Search Engine Marketing, Conversion and Customer Retention. A long-time user of Macromedia products including Macromedia Flash, NetIQ saw Macromedia Breeze as a natural fit for its needs.

### Solution

Macromedia Breeze Presentation™



“Break-through marketing is constantly our goal. We wanted to once again set a new marketing standard for innovation, and Macromedia Breeze, along with our exciting concept for the “Take 10” Series, played a key role in doing just that.”

**Brent Hieggelke**

Vice President,  
WebTrends Marketing  
NetIQ

The first Take 10 webinar received more than 2,500 visitors. Subsequent ones have received upwards of 5,000. With that many people engaging with its business-oriented presentations, NetIQ is having success at raising the perception of WebTrends as a robust analysis tool for marketers.

**Return on Investment for NetIQ**

- Quick ROI. Breeze paid for itself after just three presentations with projected savings of more than \$100,000 in outsourced development costs over 12 months.
- Speed to web. Once subject matter experts contribute their content, it takes only a few days to develop each presentation—far less than time than it would have taken if outsourced.
- Increased viewer retention. More than 60% of visitors watch the entire Take 10 presentation. User comments have been highly positive.
- User education. With new customers engaging with its presentations, NetIQ is having success at raising the perception of WebTrends as a robust analysis tool for marketers.
- Maintenance Costs: With no hardware or software to support, NetIQ has saved money on hosting and maintenance costs.

**Benefits for Marketers and Presenters**

- Web skills not necessary. No one in the marketing group had training on Macromedia Flash or other web development tools. Knowledge of PowerPoint was enough to get them up and running on Macromedia Breeze.
- Collaboration. With Macromedia Breeze, the process of building educational experiences is collaborative, not static. Marketers can refine presentations over time, passing the work in progress to interested parties for additions and editing.

**Benefits for End Users**

- Platform and bandwidth agnostic. Breeze offers all visitors the same engaging experience—listening to audio, clicking through slides, taking part in polls—no matter what their platform or connection speed.

**Summary**

Organization's industry: Technology

Type of Deployment: Licensed Server Software

Number of courses/presentations delivered using Breeze: 4 (and counting)

[www.macromedia.com/showcase](http://www.macromedia.com/showcase)

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