



Fortiva is a provider of on-demand email archiving solutions for legal discovery, regulatory compliance and email storage management. Using Fortiva's Software-as-a-Service (SaaS) solution, Fortiva's customers can easily access, search and retrieve archived data in real time from its secure, state-of-the-art storage infrastructure. With industry-leading customer service, technology and expertise, Fortiva offers customers a complete, worry-free way to meet email archiving and Exchange storage management needs. Fortiva is a privately-owned company with investment from Cargill Ventures, McLean Watson Capital and Ventures West.

"When we first met KeyRoad Enterprises-CustomerCentric Selling® we had a combination of junior and more experienced sales people working mostly independently from any standard selling engagement roadmap", says Craig Rennick, Fortiva's VP sales and co-founder. "Even though we had implemented Salesforce.com, the stages and milestones did not provide us with the visibility, at the opportunity level, to determine at the beginning of the quarter from where the business will be coming."

According to Rennick, Fortiva had no common selling language across the company, making it difficult and time consuming to talk about deals and opportunities. The sales people had received various sales training courses in the past; however none offered the structure and process that CCS brings. With an aggressive quota and revenue increase planned, along with the introduction (March 2007) of new product features, they felt the organization could benefit from the implementation of a selling process and from common ways of engaging prospects.

"Prior to CCS, the sales team was following no consistent selling discipline and therefore had limited effectiveness," noted Rennick. "With CCS we drive the process versus always responding to customer requests – the end result is much more efficient and productive use of our time."

"Our overall goal was to streamline our messages and make them more customer-focused," said Praising Gaw, VP marketing and co-founder. "By focusing on our customer needs, rather than our product, we are better able to engage potential customers and keep them interested – which ultimately translate into more sales."

With the help of Philippe Lavie, KeyRoad president, Fortiva implemented a common selling language, a standard sales engagement process, tools and templates to assist in our prospecting as well as our conversation with senior executives and a pipeline grading system to more effectively manage their opportunities.

To-date this has resulted in:

- A more effective way to grade our pipeline and generate an accurate forecast in the 90th percentile
- A common way to communicate with our sales people about sales opportunities and their progress towards successful
- A better qualification process of our prospects
- A more customer-focused web site and collateral

For more information about Fortiva, please visit their web site at: www.fortiva.com. For more information about KeyRoad Enterprises, please visit www.keyroad.com.