

# Course Manager

Boost Sales With Quick and Easy Product Demos

## Showcase your products for any customer

A great product demo is more than just a feature walkthrough. It's a chance to build credibility with your customer by showing that you understand their business problems — and that you can help.

A demo is most effective when customized to reflect the customer's needs and workflows. But many teams don't have the resources or infrastructure to build custom demos. And shared demo environments can be slow, contain extraneous data, and are often in an unknown state — resulting in an unpredictable demo experience.

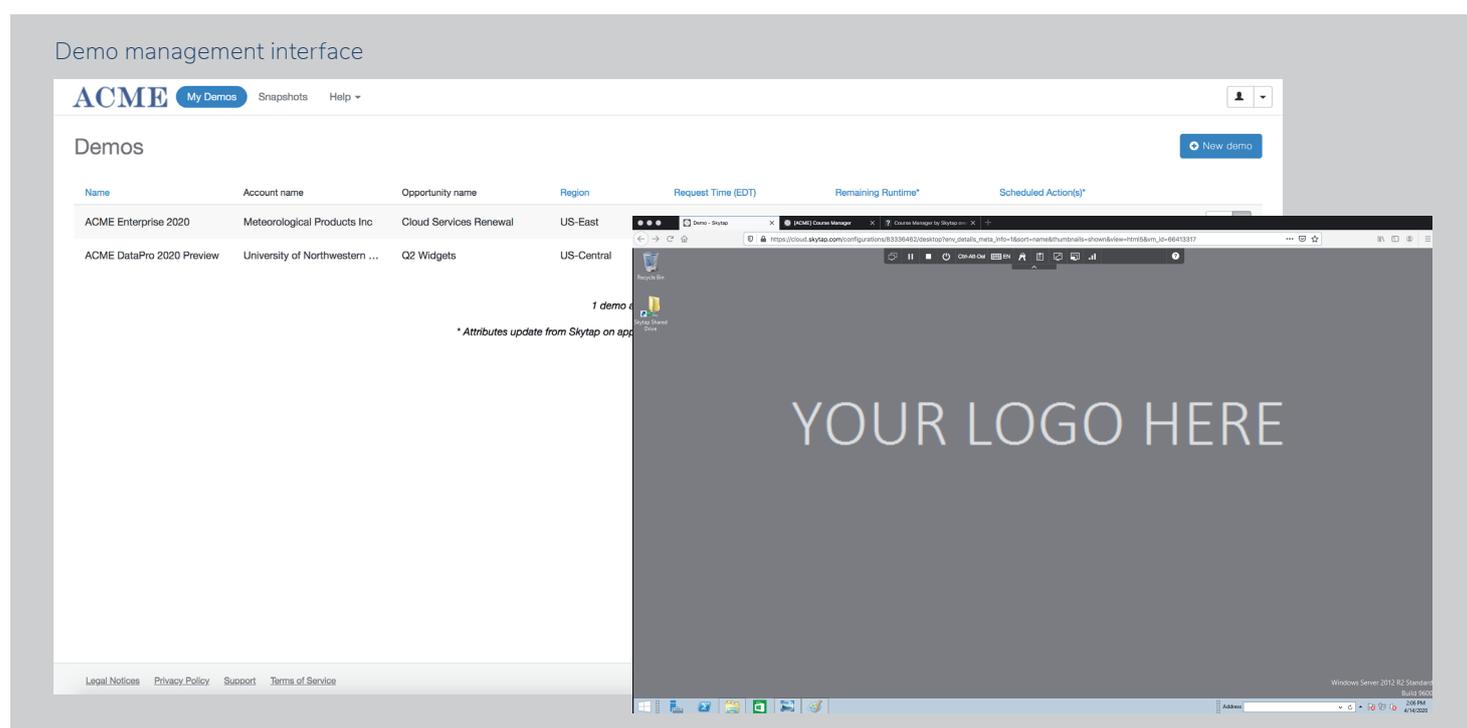
## Give the perfect demo, every time

Skytap is a cloud service, ideal for building, hosting and delivering product demo environments. Adding Course Manager to your Skytap subscription makes end-to-end demo delivery simple, letting you showcase your products and solutions for customers around the world.

In a few clicks, you can provision a fresh demo environment from a known state, for a consistent experience every time. The environment can then be tailored for the customer for maximum impact.

At demo time, you can access the environment from anywhere, using only a web browser. You can even “leave behind” the demo with the customer for a hands-on test drive to increase engagement and likelihood of a sale.

Course Manager helps manage demo costs with flexible retention and cleanup rules. And with custom request workflows and an optional Salesforce.com integration, you can collect metadata to track the ROI of your demos.



## Key Benefits

### Better demos every time

- » Start each demo from a known, clean state
- » Easily tailor each demo to the customer's use case for maximum impact

### Seamless experience for field sales teams

- » Demos on demand, ready in minutes
- » No training required, works with any modern web browser
- » Provision demos in multiple regions for optimal performance
- » Leave behind the demo to give the customer a hands-on product test drive

### Control costs with lifecycle management

- » Reduce costs with runtime-limited demo environments that suspend when idle
- » Retention rules restrict environment lifespan

### Manage virtual demo images

- » Build complex demo images quickly with Skytap's best-in-class tools
- » Import and use existing demo images to accelerate onboarding
- » Save demo images as snapshots for custom, reusable starting points

### Tailored user experience

- » Customize the demo portal with branding options and flexible request workflows
- » Integrate with your intranet or CRM for a truly custom experience

### Manage your sales demo program

- » Single sign-on (SSO) eliminates login management for large user bases
- » Restrict content access with entitlements
- » Tag demos with user and request metadata
- » Optional Salesforce.com integration links demos to sales opportunities
- » Analyze usage, allocate costs, and prove the ROI of your sales demo program

### See How it Works

Get in touch for a demo of Course Manager by Skytap.



[www.skytap.com](http://www.skytap.com)



1-888-759-8278



Skytap is a cloud service purpose-built to natively run traditional systems in the cloud. Our customers use Skytap for running production, disaster recovery, virtual training labs, and development workloads. We are the only cloud service to support AIX, IBM i, and Linux on IBM Power together with x86 workloads, enabling businesses to accelerate their journey to the cloud and increase innovation. To learn more about Skytap or schedule a demo, visit [www.skytap.com](http://www.skytap.com).



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