



## Success Story:

# Ontario Systems

Ontario Systems develops and provides software and services to help customers recover revenue efficiently and in compliance with market and government standards.



### Challenge

Ontario Systems is a B2B company with complex products and long sales cycles. While many of its product offerings are similar, prospects need to understand important distinctions before completing a purchase. Often, written explanations on web pages and PDFs were only able to tell part of the story, leaving prospects and customers with incomplete information. And one-on-one meetings with customers to discuss products and industry news proved costly, inefficient and unrealistic. The marketing team needed a simple webinar solution to connect with large audiences to share product information and industry thought leadership content.



### Solution

GoTo Webinar provides Ontario Systems with an efficient way to spread valuable information quickly and broadly across its audiences using instructive audio and visual content. Not only can the company educate prospects and customers with how-to and FAQ events, but GoTo Webinar offers a simple way to connect with customers, keep them engaged and get quick feedback on topics that most interest them. GoTo Webinar is also a great platform for Ontario Engage, the company's quarterly thought leadership event where industry leaders share viewpoints on news and developments in the marketplace.

By adding webcams to the webinar experience, "attendees feel more connected to the speaker and topic, and presenters feel more comfortable knowing they're talking to someone who's actually watching," says David Pittman, Product Marketing Manager at Ontario Systems. Ontario Systems also takes full advantage of GoTo Webinar's polling tool by asking questions early and often to get people engaged and keep their attention.

“Webinars play an important role in our sales process. In fact, I call them a ‘force multiplier’ for our sales teams.”

**David Pittman**  
Product Marketing Manager,  
Ontario Systems

## Results

GoTo Webinar has boosted Ontario Systems’ sales and made educating prospects much easier and more efficient. After closing three sales as a result of one webinar, a sales rep said, “I didn’t have to do anything other than answer the phone and take the order.”

Webinars have allowed Ontario Systems to reach a wider audience without increasing costs. In fact, in the past nine months, the company has gone from producing one or two webinars a month to four or five. Now more than half of its webinars attract 100+ registrants and a quarter of its webinars draw 200+ registrants. To further improve efficiency, Ontario Systems is experimenting with Simulated Live webinars so it can host even more webinars in less time and with less effort.

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