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—Harvinder Johal, Vice President of Sales



## Catalyst maintains an edge among much larger competitors with WebEx.



### INDUSTRY

Software development

### WEBEX APPLICATIONS

WebEx Meeting Center and Support Center Remote Support

### SUMMARY

Catalyst needed a cost-effective way to enhance collaboration and extend the company's sales reach. By using WebEx to deliver dynamic online demos and remote support, Catalyst has significantly shortened its sales cycle while helping customers maintain mission-critical systems in healthcare environments. WebEx technology enables the company to compete directly with much larger organizations as Catalyst brings its groundbreaking software solutions into the global market.

### ABOUT CATALYST

- **Line of Business**  
Pharmacy software solutions
- **Headquarters**  
Kelowna, British Columbia
- **Number of Employees**  
35
- **Target Market**  
Pharmacies and long-term care facilities
- **WebEx Customer Since 2006**

Catalyst develops software-based automation solutions for pharmacies and long-term care facilities. The company's products help manage the distribution of complex medication regimens from pharmacies to healthcare facilities, creating an auditable trail for improved efficiency and greater patient safety. Catalyst has solidified distribution agreements with healthcare giant McKesson and pharmacy automation provider Parata and is moving forward with a North American roll-out of its software solutions.

### The Challenge

From the beginning, Catalyst needed a way to communicate effectively with key software developers on the other side of the continent. "Relying solely on phone calls for our conversations with the East Coast development team just led to frustration," explains Harvinder Johal, Vice President of Sales. "We were trying to open the lines of communication between our developers and our clinical experts, but we found that process very challenging without the help of an online meeting tool." As the company moved forward with marketing its products, similar challenges emerged whenever Johal and his team attempted to explain Catalyst's software solutions over the phone. "We quickly realized that the only way to get people excited was to show them a demo," he continues. "This is a complex product, and it's difficult to explain without visual aids. So we began looking for an effective way to demonstrate just how innovative our software really is."

### The Solution

With WebEx Meeting Center, Johal found a cost-effective means for Catalyst to enhance collaboration and extend the company's sales reach. "We looked at other solutions, but WebEx just offered a great product in terms of market presence, reliability, and ease of use," he says. "Once we began using Meeting Center, we never really looked back. I mean, why change something that's working so well?"

When Johal makes contact with a prospective customer, he first asks a few questions about that customer's needs. Based on the response to those questions, he proceeds with a loosely structured Web demonstration addressing the customer's unique concerns while showing how Catalyst's solutions can help any long-term care facility achieve greater efficiency. "Once our prospects see just how much we have to offer, they're totally on board with us," he says. "It's amazing what a difference a real-time demo can make with this product."

As Catalyst's online demos began to build a larger customer base, Johal and his team found that customer support was becoming a more pressing need. "We needed a way to provide high-level remote support to all of our customers—many of whom are not tech-savvy." By turning to WebEx Support Center Remote Support, Catalyst was able to provide desktop-sharing functionality to a rapidly growing customer base, helping ensure the successful implementation of the company's solutions at sites across North America.



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### The Benefits

By using Meeting Center, Johal and his team have significantly shortened the company's sales cycle. WebEx enables Catalyst's salespeople to deliver customized, richly interactive demos while devoting less time to customer contact and spending less money on travel. "You can engage in multiple phone conversations just trying to explain our products," Johal says. "But with WebEx, we're able to shorten the explanation process and get on with selling. This tool makes it possible for me to reach out to a prospect on the other side of the continent as if I'm standing in the same room. That means I can win more clients on first contact, which was practically unheard of before. I can't even imagine how much time it's saved us."

WebEx technology enables Catalyst to maintain an edge among much larger competitors in the healthcare field. "A lot of these technology companies have been around for decades. They're deeply entrenched all over North America," Johal says. "Now we can compete directly with those companies despite having a much smaller physical presence." Although many factors have contributed to Catalyst's success—namely the development of an innovative product that has generated huge demand—Johal admits that much of the company's sales growth would have been difficult to achieve without WebEx technology. "We're still a young company, but fortunately everything's falling into place for us," he says. "And there's no doubt in my mind that we wouldn't be where we are without WebEx."

### The Future

For now, Catalyst has its sights set on North America. But WebEx tools offer the possibility that the company might soon expand its offerings globally. "I'm starting to receive inquiries from all over the world," says Johal. "We used to be concerned about making inroads in Canada, let alone the United States. But with these online tools, we can extend our reach around the globe without leaving the office."

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## HIGHLIGHTS

- By using WebEx Meeting Center to deliver dynamic online demos, the Catalyst sales team has significantly shortened the company's sales cycle.
- WebEx Remote Support makes it possible for Catalyst to deliver desktop-sharing functionality to a rapidly growing customer base, helping ensure the successful implementation of the company's solutions.
- WebEx technology enables Catalyst to compete directly with companies that have a much larger infrastructure.