

# VMWARE REIMAGINES THE SALES TOOLKIT & BRINGS THE IOT TO LIFE WITH PIXVANA

VMware uses their custom-built interactive experience to stand out from the crowd and communicate the value of the Internet of Things (IoT) at events with thousands of potential prospects.

## THE CHALLENGE

A leading innovator in enterprise software, VMware partnered with Pixvana to reimagine their sales enablement toolkit for their Internet of Things (IoT) product group. VMware's IoT represents a new IT infrastructure which manages, monitors, and secures existing data produced by cloud-enabled sensors, equipment, and devices. The IoT synthesizes and displays this data for workplace managers, empowering them to make data-driven, effective solutions about workplace conditions and operations.

Due to the complex story and expansive applications of the product, Pixvana was asked to completely rethink VMware's existing sales tools, which featured traditional media such as 2D video and PowerPoint. How could Pixvana use VR to tell the story of VMware's IoT products, ultimately increasing client understanding? Additionally, how could VMware test this new experience and measure its effectiveness as a sales tool?



## THE SOLUTION

Pixvana and VMware partnered to produce a pilot VR experience to showcase the power of IoT solutions and effectively demonstrate use cases. The project would be unveiled at VMworld, the annual conference where attendees from around the world gather to learn about VMware's latest technologies and products. Their goals included increased prospect engagement, enhanced sales efficiency, and ultimately, quality leads delivered to the sales team. The powers of VR would hopefully cut through conference noise and create a unique and compelling experience to capture the interest of their target audience.



## OVERVIEW

A leading innovator in enterprise software, VMware partnered with Pixvana to completely rethink their existing sales tools for Internet of Things (IoT) product group.

A leading innovator in enterprise software, VMware partnered with Pixvana to reimagine their sales enablement toolkit for their Internet of Things (IoT) product group.

## ABOUT

VMware is a multi-billion dollar technology company focused on streamlining the journey for organizations to become digital businesses that deliver better experiences to their customers and empower employees to do their best work.

## HEADQUARTERS

Palo Alto, California

## INDUSTRY

Technology

## RESULTS

The final experience, which premiered at VMworld 2018, was an undeniable conference standout. Since then VMware has continued to bring it to similar conferences and events, and we are currently working on a new VR project together.

Inspired by the potential of using two cutting-edge technologies, IoT and VR, to take prospects on a captivating customer journey, VMware and Pixvana got to work on ideas and production. Because VR is uniquely suited for immersive experiences, the team chose to virtually position a customer inside a single use case of an IoT solution, from start to finish, instead of glossing over many hypothetical applications. Specifically, the Pixvana team produced a linear VR video that placed sales prospects inside a smart factory. This particular experience visualized specific points of data available inside the facility related to worker safety, including worker location, motion, and vital signs. The experience demonstrated how the IoT harnesses data from smart sensors and devices, empowering management to effectively measure, predict, and respond to conditions and events on the factory floor.

---

“

**Rather than describing the potential benefits and applications theoretically, VR allows viewers to ‘live’ its benefits. Only in VR can someone suddenly find themselves on the factory floor watching specific applications and processes of the IoT unfold firsthand, one at a time. The experience is information-rich and visually engaging; it both captivates the viewer and tells the product story in a direct, easy-to-digest way.**

---

“The VR experience we produced for VMware represents the idea of ‘show don’t tell,’” said Aaron Rhodes, executive producer at Pixvana. “Rather than describing the potential benefits and applications theoretically, VR allows viewers to ‘live’ its benefits. Only in VR can someone suddenly find themselves on the factory floor watching specific applications and processes of the IoT unfold firsthand, one at a time. The experience is information-rich and visually engaging; it both captivates the viewer and tells the product story in a direct, easy-to-digest way.”

“The Internet of Things can be a challenging thing to communicate,” said Mim Spier, VP of IoT at VMware. “We wanted to go beyond the usual brochures and PowerPoint. VR allowed us to bring potential customers into an actual product environment where they were guided through a real experience, and it was a great way to showcase the depth and breadth of our IoT solutions.”

---

“

**We wanted to go beyond the usual brochures and PowerPoint. VR allowed us to bring potential customers into an actual product environment where they were guided through a real experience, and it was a great way to showcase the depth and breadth of our IoT solutions.**

---

## THE RESULT

The final experience, which premiered at VMworld 2018, was an undeniable conference standout. The booth’s VR setup attracted passersby at a much higher rate than traditional media like posters and passive video. Once at the booth, prospects spent much less time waiting in line for the attention of the sales team, because the VR experience provided such an efficient, engaging, and accessible way to introduce newcomers to VMware’s IoT.

“Time and time again, people would audibly gasp as the virtual factory materialized around them,” said Pixvana

Chief Operating Officer Rachel Lanham, who saw it in action. “It sparked people’s curiosity and sense of wonder, and led to thoughtful questions and genuine conversation about how VMware’s IoT solution could impact the prospect’s own organization. That ‘wow’ moment, which VR has an unparalleled capacity to deliver, is invaluable for any sales team.”

After the exceptional response to the VR pilot at VMworld, VMware has continued to bring it to similar conferences and events, and intends to produce increasingly interactive VR experiences with Pixvana. The team also plans to feature VR in their new brick-and-mortar customer experience center in Seattle, WA.

VR offers a number of benefits in a conference environment: it simplifies conference preparation, reduces booth setup time, cuts through conference noise to draw in customers, and enables engaging and information-dense product storytelling.

---

“  
**The best sales tools make an enchanting first impression, guide the target audience through a compelling story, and leave them with a lasting impression, all of which VR is uniquely positioned to deliver. It’s only a matter of time before VR fundamentally transforms the landscape of B2B sales.**

---

“This project was a perfect example of why VR is a compelling sales tool,” said Rachel Lanham, COO at Pixvana. “The best sales tools make an enchanting first impression, guide the target audience through a compelling story, and leave them with a lasting impression, all of which VR is uniquely positioned to deliver. It’s only a matter of time before VR fundamentally transforms the landscape of B2B sales.”

*To learn more about Pixvana, please visit [www.pixvana.com](http://www.pixvana.com) to schedule a time to talk to us.*