

# Leading Software Company Bundles Add-On Software, Sees Boost in Sales



## About

A worldwide software company based in Massachusetts. With around 14,000 employees and offices in over 35 countries, they do business with a wide range of customers in multiple verticals for speech recognition, document scanning and conversion solutions.

The company focuses on developing software that utilizes natural, intuitive ways of commanding information. They are well known for their popular voice recognition software suite but also offer products for PDF generation, accessibility solutions, transcription and much more. In fiscal year 2015, non-GAAP revenue was approximately \$2.0 billion.

## Problem

The company has historically provided a free gift to their customer base during launches of new upgrade versions of their products. The free gift is designed to motivate the customer to upgrade their software with the extra value of a free gift in addition to the promotional upgrade price for their software. They needed an exciting software solution with mass appeal that would be useful to their customers and was available at a reasonable price point upon upgrade.

***“SecurityCoverage offers unparalleled flexibility and accessibility. Their partnership has been valuable to us because of their accelerated response times and competitive pricing.”***

eCommerce Account Manager

## Solution

In 2013 this company (through a mutual business relationship) chose Password Genie to be the product add-on to their voice recognition software! This mutual partner was aware of the added value that Password Genie could bring to an already stellar product, through past connections with SecurityCoverage. They knew that SecurityCoverage had high-demand consumer products at competitive rates. The combination of password management and voice recognition software proved to be a powerful package.

## Partner

Leading Worldwide Software Company

## Industry

Software

## Results

- Bundled Password Genie with popular voice recognition software and saw an uptick in sales & revenue. SecurityCoverage boosted Password Genie user base by 5x!

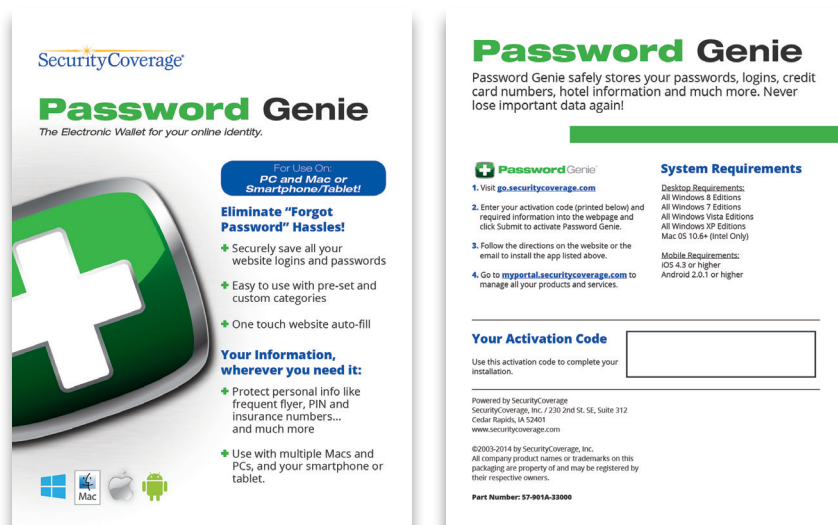
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## Results

After launch of the voice recognition software bundled with Password Genie, the product was widely received as a great compliment to the upgrade software. Sales were stimulated and SecurityCoverage noticed a huge influx of Password Genie customers. New users jumped approximately 5x since the launch of the program. Due to the success of this program the company has also shown interest in future solutions that SecurityCoverage can help with, including another tech solution and possible customer loyalty incentives.

***“We recently started measuring reasons for purchase and added free gifts as an option. Although free gifts are just one component of the buying process, we see this as a great measure of what is driving upgrades and upsells.”***

eCommerce Account Manager



Card Included with Software

## About SecurityCoverage

SecurityCoverage, Inc. is a leading provider of mobile and desktop security software, data protection, file backup and technical support services. Founded in 2003 with a clear mission to simplify the use of technology and provide world class customer service, we remain relentlessly dedicated to protecting consumer devices and personal data. Today, over 350 partners from diverse markets like telecommunications, broadband, cable, mobile, retail and warranty help SecurityCoverage achieve its mission for consumers everywhere.

Learn more at [www.securitycoverage.com](http://www.securitycoverage.com).