



eXo Platform Sees 30% Jump in Conversion Rates with Bitnami

[eXo Platform](#) is transforming how enterprises communicate and share information, by combining traditional intranet tools with social graphs and activity streams. But in 2014, the company realized that the heterogeneity of enterprise IT environments was making it hard for non-technical business users to install and try its application.

To overcome this challenge, eXo Platform partnered with Bitnami to create a one-click installer that worked consistently across multiple platforms, including cloud providers. **Through this partnership, eXo Platform has benefited from a 30% increase in conversion rates, lower technical support costs, and increased visibility and credibility in the marketplace.**

Challenge: Seamless Installation on Complex Enterprise IT Infrastructure

eXo Platform combines collaboration, calendaring, content and document management, and other productivity tools with social features to provide a complete enterprise intranet. By providing all the tools that business users expect in a traditional intranet and then enhancing them with social graphs and activity streams, eXo Platform dramatically streamlines communication workflows and raises employee engagement. To achieve this, **it is business-critical for eXo Platform that its application can be installed quickly and seamlessly in every enterprise IT environment**, whether on-premise or in the cloud.

In 2014, eXo Platform realized that it had a problem. Its product was only available via a single installation package, which users needed to manually extract, install and configure for their specific IT environment. This was a **complex and time-consuming** task, well beyond the capabilities of most **non-technical business users**. End-user frustration was high, and eXo Platform's **technical support team was struggling** to deal with the increasing demand for additional guidance and documentation.

eXo Platform's management team was also sensitive to the fact that a growing number of businesses were moving their infrastructure to cloud environments, to take advantage of lower IT costs and simplified IT management. It was clear that, in order for eXo Platform to be successful, the product would **need to be available on all popular cloud platforms** so that potential customers could easily evaluate it prior to purchase.

“Partnering with Bitnami streamlined our installation process across multiple platforms. This has resulted in a 30% increase in the number of people who convert from initial download to a successful first launch, and the time taken from download to deployment has been drastically reduced.”

— Benjamin Mestrallet,
Chief Executive Officer,
eXo Platform

Solution: A One-Click Installer for Cloud and Native Platforms

The eXo Platform team knew that the installation problems faced by end-users was a key challenge to adoption in the enterprise. They also knew that the only solution was to develop **special installation packages** for each platform. However, this solution came with **high development and ongoing maintenance costs** that the company was not willing to take on.

Around the same time, eXo Platform won Bitnami's monthly contest and was added to the [Bitnami library](#) of popular server software applications. As a result, Bitnami provided a native desktop installer for Windows, Mac OS and Linux, plus virtual machines and cloud images for Amazon Web Services, Microsoft Azure and Google Cloud Platform. These tools made it **significantly easier for end-users** to install and evaluate eXo Platform, regardless of their chosen platform.

Winning Bitnami's contest had two other important effects. The **easier installation** experience reduced eXo Platform's installation-related technical support costs, allowing the company to renew its focus on improving core product features. And thanks to Bitnami's relationship with key cloud providers, eXo Platform was added to the Azure and Google marketplaces, which helped **raise awareness** of the product and resulted in many more new deployments than previously. It quickly became clear to the eXo Platform team that partnering with Bitnami was the logical next step to achieving its goals.

Results: Seamless Installation, Happier Users and Greater Marketplace Visibility

By partnering with Bitnami, eXo Platform has ensured that the installation difficulties faced by new users are nothing but a distant memory. Bitnami's graphical point-and-click installers make it easy for business users to install eXo Platform quickly and without deep technical knowledge, drastically **reducing the time to deployment**.

With Bitnami, eXo Platform users no longer need to perform complex platform-specific configuration or struggle with troubleshooting. This has produced a positive impact on conversions: after switching over to Bitnami, eXo Platform has seen **a 30% increase in the number of users who successfully launch the application for the first time after downloading it**.

Bitnami has also brought **additional visibility and credibility** to eXo Platform. Prospects can now use Bitnami's website and infrastructure to easily launch an eXo Platform trial, providing an **ongoing stream of new leads** for the company. By including eXo Platform in its newsletters, blog posts and other marketing communication, Bitnami has also **raised awareness** of, and engagement with, eXo Platform amongst both developers and end-users.

"We saw that Bitnami offered people an easy way to allow people to install eXo in the cloud. We understood very quickly that using Bitnami would help us with our key problem of lowering the entry barrier for new users."

*— Patrice Lamarque,
Chief Product Officer,
eXo Platform*

Reviews are in:

"I love that users of all levels can use this effectively. It's rare to find an application that can 'grow' with the users as their knowledge level, capabilities and responsibilities grow."

★★★★★

"Through a clever mix of social, collaboration and knowledge management, eXo Platform ensures managers are all on the same page when it comes to business decisions."

★★★★★

"Collaboration at its best. There is a right app for each purpose. Wiki for documentation, forums for support, a calendar to manage the planning. You get notified cleanly on an activity stream or by email if you prefer."

★★★★★

