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Blancco Replaces Laptop Demo VMs With On-Demand Environments

How a global data erasure leader rebuilt its entire sales demo process on CloudShare, and gave every rep two hours a day back.

Blancco Technology Group

Data erasure & mobile lifecycle



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Overview

Blancco's pipeline depends on demos that never break

Founded in 1997 and based in the UK, Blancco Technology Group is a leading global provider of data erasure and mobile lifecycle solutions, with a team of over 300 worldwide. Its software helps organizations sanitize data across servers, laptops, desktops, and drives.

Software like that sells on demonstration, not description. Blancco's entire pipeline depends on demos that work exactly the way they should, whether a rep is piquing interest on a first call or a sales engineer is going deep on a customized presentation. After more than two years with CloudShare embedded in its sales enablement process, Blancco has rebuilt that motion from the ground up.

INDUSTRY

Data erasure and mobile lifecycle solutions

HEADQUARTERS

United Kingdom, listed as LON: BLTG

USE CASE

Remote sales demos, deep-dive presentations, training

Two hours a day
handed back to every sales rep, free of technical setup tasks, and spent working leads instead.

300+
global teams supported

2+ years
with CloudShare in their sales process

Full visibility
into who demos what, and when

Zero
laptop VMs left to maintain

Why It Matters

A 45-minute demo that starts on time and runs without a single crash keeps the prospect engaged and, quite possibly, saves the sale. Multiply that across a global sales team and the arithmetic gets hard to argue with.

Challenge

Homemade demo VMs stopped scaling with the sales team

Cornelius Bührle, Director of Global Sales Engineering at Blancco, is based in Ludwigsburg, Germany, and is responsible for the systems behind technical training for a globally distributed sales team. He knew that successful software sales hinge on smoothly demonstrating features people can see and experience, rather than talking about abstract concepts.

With an in-house development team, Blancco's demo strategy began the way many do: virtual machines that each sales rep or engineer kept on a laptop and ran as needed. It worked, until it did not. The labor behind those homemade environments never scaled anywhere near the pace the company was growing.

Six ways Blancco's homemade demos broke down

Weaknesses that compounded as the company grew

01

Fear of Murphy's Law

Reps dreaded a demo crashing mid-call. Some preferred building PowerPoints with hundreds of slides, simply because slides do not crash.

02

Raw cloud was not enough

Putting VMs on Azure or AWS solved hosting and nothing else. No quick way to clone, revert, or replace. No UI for the sales team, and no tracking.

03

No answer to "who demoed what?"

There was no visibility into which products were being demoed, by whom, how often, or for how long. Management was flying blind.

04

Unsustainable support

Installations, updates, troubleshooting, and hand-holding consumed the sales engineering team across Australia, the US, and Europe. The tasks never ended.

05

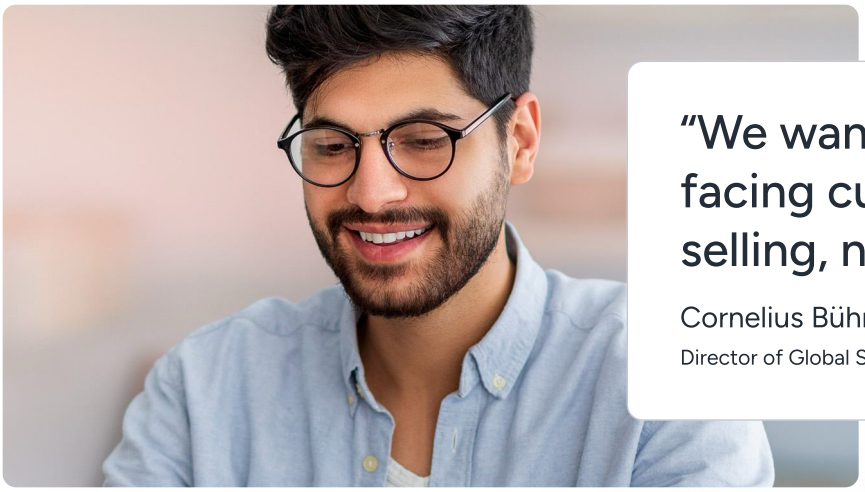
Keeping it clean

Environments were rarely reinstalled from scratch because of the time it took, so they drifted into instability at exactly the wrong moments.

06

Scalability, the final straw

The company was growing and sales engineers could not keep up with demo demand when each one took so long to configure and manage.



> “We wanted everyone out there facing customers to focus on selling, not setup.”
>
> Cornelius Bührle,
> Director of Global Sales Engineering, Blancco

WHAT BLANCCO NEEDED

A solution that was centralized and cloud-based, capable of re-engineering the sales process from half a dozen angles at once. It had to make life easier for his own team and for everyone out in the field, at the same time.

Solution

Blancco centralized every demo environment

Bührle knew the fix had to be centralized and cloud-based, capable of re-engineering the sales process from half a dozen angles at once. Blancco chose CloudShare to centralize its virtual environments so reps could instantly spin up a clean, current, bullet-proof demo, with activity and trends tracked by management.

Rollout started with the sales engineers, a smaller and more technically inclined group who were already eager for anything that would simplify their work. Once they had cleared their own bottleneck, word spread and the wider global sales team followed. The timing was fortunate: it coincided with Blancco's shift from a regional sales approach to a vertical one, where reps focus on a specific industry or use case.



Before and after Cloudshare

VMs on a laptop

- Version drift between reps
- Hours of setup before every call
- No tracking, no reporting
- Constant support burden on SEs

CloudShare

- One current version for everyone
- Clean environment on demand
- Every session tracked and reported
- Sales engineers freed to do their job

Four things every rep could suddenly do

No complex onboarding, no hardware installations

01

Run a current environment, always

Leverage an up-to-date, optimized VM without the fear of last-minute glitches or discovering an old version mid-call.

02

Launch without a dry run

Confidently start a demo without needing to test a new setup extensively before putting it in front of a prospect.

03

Pick the right blueprint instantly

Choose the relevant environment and use a blueprint customized to that specific challenge, industry, or use case.

04

Scale without the logistics

Shift attention from technical logistics to sales strategy, and add reps or regions without adding setup overhead.

Results

Consistent demos, tracked usage, and two hours back per rep

CloudShare quickly became the core of Blancco's sales demos, though the team needed a small push at first. To drive adoption, Blancco ran a creative campaign: as part of their monthly goals, reps were required to record a training session using CloudShare and share it with colleagues to view and comment on. That was all it took. Once reps saw the simplicity for themselves, they were hooked on using it as their main sales tool.

45 minutes
of demo that starts on time and runs without a crash, or even a pause to fix a minor glitch.

Four places the impact showed up

Beyond the demos themselves

01

Tracking everything

Bührle labeled each environment with a unique ID, feeding a dashboard that tracks all CloudShare usage. For the first time, he can show management which products are demoed, by whom, and for how long.

02

Time back where it counts

Reps freed from setup reclaim about two hours a day. Sales engineers stopped spending their week on installations, updates, and troubleshooting.

What Comes Next

Blancco is extending CloudShare to training and partners

Today

Tracking everything

Every environment carries a unique ID feeding a comprehensive usage dashboard. Bührle tracks demos by region and even by specific use case within a product, so management knows which people, teams, or products need more support.

Tomorrow

Post-sales training

Blancco is extending CloudShare to remote and in-person customer training, and scaling up internal staff to serve as trainers. A recent session with 60 participants from a single client proved the model works.

Next

Channel partners

Partners selling Blancco products will get CloudShare environments of their own, clean and free of any remnant data or configuration. A vast improvement over handing over not-for-sale licenses and asking partners to install and maintain them.

03 Consistency by default

Every rep demos the same current version from the same clean starting point. The variables that used to decide whether a demo went well are simply gone.

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04 Infrastructure that scales

Growth no longer means proportionally more setup work. As Blancco scales and sharpens its vertical approach, roadblocks it had simply accepted can now be removed.

"Today, each improvement provided by CloudShare yields a piece of the puzzle for a completely re-imagined sales process: consistency, time savings, transparency, and completely scalable infrastructure to drive increased sales."

Cornelius Bührle,
Director of Global Sales Engineering, Blancco



Why the ROI beats a spreadsheet

The conclusion Bührle draws after two years

When a 45-minute demo starts on time and runs without a crash, or even a pause to solve a minor glitch, it means Blancco has quite possibly saved the sale. When a rep reclaims two hours a day, those are two hours available to work leads. The returns compound quietly, across every call, every region, every quarter.

> "When it comes to sales, let's be honest, the ROI isn't necessarily a simple dollar saving per use. Instead, it's all about an entire process, now infused with rock-solid stability, which directly boosts the success rates for the entire sales organization."
>
> Cornelius Bührle,
> Director of Global Sales Engineering, Blancco

Stop letting setup decide how your demos go. See what a self-service demo platform could do for your pipeline.

Request a demo

About Blancco

Founded in 1997 and based in the UK, Blancco Technology Group (LON: BLTG) is a leading global provider of data erasure and mobile lifecycle solutions. With a global team of over 300, its data erasure software provides organizations with a suite of tools to enable sustainable data sanitization processes in active environments and across a wide array of IT assets, including servers, laptops, desktops, and drives.

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About CloudShare

CloudShare is an AI-powered platform for virtual hands-on training and technical enablement. We help organizations deliver secure, on-demand environments for training, certification, sales enablement, product demos, and more — without the complexity and overhead of managing infrastructure.

For nearly 20 years, CloudShare has helped thousands of companies worldwide scale their technical programs and deliver engaging experiences to more than 1 million users.

Learn more at www.cloudshare.com and follow CloudShare on LinkedIn at www.linkedin.com/company/cloudshare.