

Juan Hoyola, Technical Director

at Spanish based value added reseller - JDC



Setting the scene

About Juan

45, married with 4 children living in the suburbs of Barcelona. He is in fact a part owner of JDC and has been with the company since it's beginnings 10 years ago.

Although predominantly responsible for the technical aspects of the business, either he or one of his team are often called upon to get involved in pre-sales activities, especially in relation to new products.

About JDC

JDC supply and install Sophos products For their varied client base, often as part of a bundled solution including other products.

Portal usage

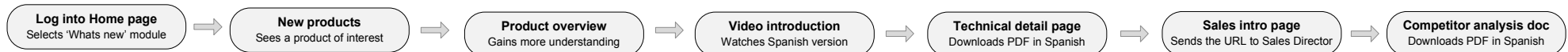
His use of the web portal, as well as the Spanish version of the public facing site is based around information and downloading software updates and demos. His access of the site is intermittent, sometimes going several days without accessing the site, other times, during the most active period of pre-sales activity or project implementation he may visit the site multiple times in a day.

Relevant factors

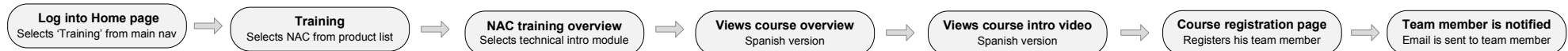
Juan has recently has heard on the grape vine about an exciting Sophos solution called NAC. He's hoping the new portal site will make it easier to find out about new products such as this. Finding out specific technical detail regarding new products has proved to be a real challenge in the past, sometimes taking days, other times the information hasn't materialised at all.

Goals & journeys

Goal 1 - find out more about the newest products available to Sophos partners.



Goal 2 - locate And book online NAC training on the site for a key member of his technical team



Goal 3 - liaise with Sophos via the Portal in the pursuit of additional NAC related technical information.



Goal 4 - work with JDC's sales director to produce a NAC related sales presentation online. Some of this content will need to be in Spanish.



Goal 5 - request post NAC intallation support from Sophos via the portal.

