# Stanford eCorner

Importance of Events in the Software Industry

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Tzuo talks about how despite the importance of traditional events diminishing with the creation of an online experience, there is still a human factor involved in the customer's decision-making process. They want to see the product, interact with sales reps and talk to other customers. Creating this experience is important for any software company, he adds.
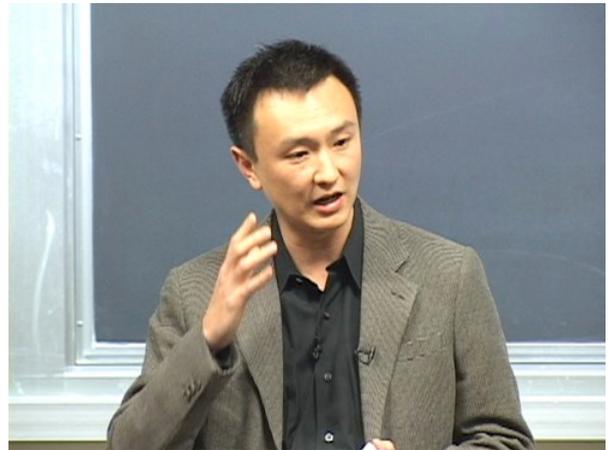
Transcript

Two more sort of quick lessons along the way, it was taken through the customer life cycle. Awareness, evaluation, what does it mean to your product design. What does that mean for your sales channel if you will? What we found was the role of events had changed. The soft ware industry is heavy into events, lots of seminars. You bring people together. In the 90's the events played a role early on the process because that's the only vehicle for them to engage with you. We weren't ready to call the sales rep yet. There was no such thing as the web to kind of go to. Right? No website to collect information so they would go to events. You know, a room like this kind of looking at demo, find other people to talk to and so on and so forth.

We found the role of the event became shifted to what I call like the Apple store. And so we do a lot of events. We do a lot of events worldwide. We do physical events. What we found was, people really like the product, the online experience is fantastic, but at the end of the day they wanted a physical event. They wanted to see the product. They wanted to have a face to face, right, with somebody, not just a telephone conversation. They wanted to talk to other customers and so, they wanted what the functions of that the Apple Store feels. Right where, you kind of buy an Apple. But at the end of the day, it's kind of nice to walk into an Apple Store to kind of play with it.

And I've got my own story. When I wanted to buy a new computer, this was two to three years ago; I just swear I wouldn't buy a Dell. Everybody's got a Dell. I use a Dell at work. It was uncool. I didn't want a Dell. So, what was I going to buy? So, I go online like everybody else. I go to PCWeek. I'm going to PC World. This alien computer looks too pretty good but, you know it was kind of expensive and it's too cool.

You got to be like a hardcore gamer. I'm not a hardcore gamer anymore. Right. I'm kind of too old for that stuff. And so at the end of the day the Sony Vaio looks pretty good. It's got this multimedia stuff. It is super quiet like a sleek black box. It kind of look good on my desk. But I sat on it. I sat on it for 3 or 4 weeks.

And what I winded up doing, I winded up driving to Palo Alto right here and going to the Sony Style store kind of looking at it. And what I did, I went back online and bought it from Amazon to save on the tax. But I was okay because at the end of the day, Sony did a sale. So what we found is that there's still a human element involved in lot of decision making and the Apple Store has been a huge success for Apple. And what we find is our event is kind of like that. And so my dream is to have a permanent location somewhere on Time Square where we can kind of go in and play with sales force. I don't know if it's cost effective for us, but that would be a 24-hour place just like the Apple Store in Time Square.