

Widen's CEO to Speak at SaaS University

By Kevin Johnson

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Matthew Gonnering to Tout Importance of Customer Service in SaaS Deployments to Attendees at Industry-Leading Event

Matthew Gonnering, CEO of Widen Enterprises, a Madison, Wisconsin-based premedia and software services provider will be a featured speaker this week at Softletter's SaaS University 2009, a national Software-as-a-Service (SaaS) event in Chicago for technology providers.

The title of Gonnering's address on Wednesday, July 1 is: "Focusing on the Customer Service Side of SaaS."

"The service element of SaaS is more complicated than the mechanics of hosting, upgrading and managing technologies for customers," Gonnering said. "Additional complexities exist on two different fronts--helping customers by adding value with every touch point and changing your internal culture to orientate around service methodologies."

Gonnering said paying attention to the service "S" in SaaS can bring about insight into product direction for clients and future revenue opportunities. He said it is important to have a service team staff that rallies around a continuous cycle of creating value. This includes helping customers through educational communication, user support, relationship building and success metrics, which he said all contribute to a sustainable customer base.

In his talk, Gonnering also will describe how Widen continues to manage the customer interaction segment of its Web-hosted Digital Asset Management (DAM) technology on behalf of customers. He will showcase helpful models for other SaaS organizations to consider as they manage customer relationships. View the full agenda for Softletter's SaaS University at: http://www.softletter.com/pages/market_and_selling_saas_agenda.shtml.

Widen helps large and mid-sized organizations with the creation, management, and distribution of branded materials such as images, video, and audio files. Through thought leadership such as Gonnering's presentation at SaaS University, Widen strives to make its Web-hosted digital asset management application the key business tool for helping customers prepare for the next generation of digital media. Gonnering holds a Bachelor's degree in business administration from St. Norbert College and a Master's degree from the University of Wisconsin-Madison.

About Widen Enterprises, Inc.

Based in Madison, WI, Widen has honed its more than 60 years of experience in premedia and color management specifically for assisting customers with building brand equity and supporting consistent brand representation across print and web communications. Through its inventive suite of web-based digital asset management applications, Widen software services provides marketing networks with real-time web-based access to the clients' digital asset libraries that subsequently eliminates manual search and file preparation time, costs related to replacing images and videos that cannot be located, and the added cost for hardware, software and upgrades. For more information about Widen, visit <http://www.widen.com>.

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