SVA-BizSphere: European Sales Enablement Startup Offers Value, Faces Stiff Market Challenges

Description: A pioneer in sales information management, with a system originally designed to capture and analyze sales collateral and market data from 13 IBM sales regions across Asia, SVA-BizSphere AG is implementing a two-pronged strategy. For large enterprises, which generally are loath to let sales data out of house, it is selling its sales enablement software on the traditional licensing model. However, it is also working with a third-party development firm to create a SaaS version it hopes to field in 2009. BizSphere's target customers are companies with worldwide field sales organizations and data management needs, as well as mid-size companies that only have a fraction of the software acquisition budget. BizSphere offers a traditional software product and is pursuing a SaaS offering.

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