

A **high tech demo** is often a **proof-of-concept** to showcase specific software. It can be used as a trial version for customers, in advertising, or as a sample of the digital product for someone who is interested. Based on the objective and the **target audience**, the demo may be customized. Usually, the design team joins the development team to help shape how the demo will be later introduced, either as a website, a video, or even an email.

A **well-done demo** is meant to highlight the product and provide a clear **experience** of what the end result will deliver. It shows the **story behind the product**, helping to show the product's potential and answer any questions.

## Benefits to Your Organization

- The demo is a customized story, not a tour. It exhibits your product's functional and technical capabilities.
- It seeks to help visualize the impact of the product through an "in-product" experience.
- Main targets after all demos are to both prioritize and adapt to the customer's needs. They shape and guarantee the message is heard clearly and powerfully.
- Its many formats give the desired access as it can be a free-trial or an overview of its main features.

## Goals and Outcomes

- Explain the problem
- Effectively stress 'why' the product solves that problem
- Contrast the solution with an apparent alternative
- Highlight its features over others
- Deliver a walk through the code and main features
- Offer statistics and workflows
- Present sample images of the product
- May grant access to a free-trial experience
- Allow the customer to inspect the product

## We Can Build It

Oktana has helped global SaaS companies create and launch unique high tech demos, showcasing the technical capabilities behind their products. As **demo specialists**, our team has **90+ demos** under their belt, exhibiting technologies such as Einstein AI, Heroku, data analytics, as well as financial technologies. Our team has also worked with many complex cases like keynotes for large-scale events, providing both web and versions as needed.



## Customer Success Stories

### The World's #1 CRM Company

Oktana has years of experience as both partner and contributor to this leading B2B company. Our demo work highlights the company's prolific work, from their complex products to global keynotes to public sector demos.

### Marketing Demos to Assist Sales Initiatives

Our substantial work supporting sales has delivered nuance and insight to these demos. We focused on displaying personas, snapshots, and customized sections to assist the sales team.

## Oktana Services

- **Project Delivery** From ideation to production
- **Managed Services** Org Updates, New Features
- **Staff Augmentation** Oktana Direct program

## Recommended Salesforce Products

- **Slack**
- **Service Cloud**
- **Experience Cloud**

Other **technologies involved** include

