

EchoQuote's B2B Lead Generation Tool Helps Companies Launch New Technologies

Self-service pricing tool saves companies time and money when launching emerging products.

Frederick, MD (PRWeb via [PRWeb](#)) April 3, 2008 -- EchoQuote, LLC, a Maryland-based software-as-a-service (SAAS) provider, reports that the use of its EchoQuote™ self-service pricing tool is on the rise as a [sales-ready lead generation](#) solution for small and medium sized enterprises. According to EchoQuote, many companies have discovered the value of the budgetary pricing tool to help them launch emerging products and new technologies.

Dale Underwood, president of EchoQuote, says, "Companies introducing new products in a fast paced industry need to move quickly to educate potential customers. That education includes not only features and benefits but also budgetary pricing so customers can quickly understand if it is within their organization's budget. Prospects don't want to spend a lot of time researching a new product unless they think they can afford it and EchoQuote gives them that budget information in seconds."

Wasabi Systems is an example of a long-established company using EchoQuote to launch a new, innovative product line. [Wasabi Systems](#) recently announced its new VMX iSCSI SAN appliance product line. It includes the VMX 2000e, which is an entry level system that provides up to 12 TB of raw storage capacity and the VMX 2000sx, which offers further scalability of up to 60TB raw capacity. A customer interested in these new, high-performing storage arrays can get self-service budgetary pricing in seconds without contacting the sales group.

EchoQuote has proven itself to be a powerful sales tool when used to help market leading-edge technologies such as iSCSI, according to Kirk Roller, Senior Vice President of Sales and Marketing for Wasabi Systems. "Because users of iSCSI tend to move at a faster pace than those deploying traditional storage solutions, EchoQuote is a complimentary tool for those who want to drive down cost in both storage and acquisition of products. Echo Quote helps users looking to deploy newest technologies realize the savings that iSCSI represents, and saves them time, money and quoting using the EchoQuote tool."

About EchoQuote:

EchoQuote, LLC is a Maryland-based software-as-a-service (SAAS) provider that helps its clients generate more qualified B2B leads earlier in the sales cycle. The company empowers vendors and their prospects to create and receive [self-service quote proposals](#) while simultaneously engaging the sales team. For more information about EchoQuote™ call 301-560-7127 or visit www.echoquote.com.

About Wasabi:

We work hard to provide our customers with the best iSCSI network storage products available. We believe that network storage should be invisible to you if it's working properly. It should be easy to buy, easy to install and easy to manage. In fact, our ultimate goal is to make it so that network storage is largely self-managing and self-configuring. Our team of world-class engineers has a remarkable background in developing storage software as a trusted partner for some of the largest companies in the world, including Apple, Brocade, Equallogic, Intel and Sun Microsystems. Our investors include Scorpion, Newlight Associates, Hudson Ventures, Himalaya



Capital and Intel Capital. To learn more about Wasabi Systems, visit www.WasabiSystems.com.

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