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Omniture, Inc., Q1 2009 Earnings Call Transcript

Question-and-Answer Session

Operator

(Operator Instructions). Your first question comes from the line of Steve Ashley of Robert W. Baird. Please proceed.

Steve Ashley - Robert W. Baird

Hi Josh, you outlined a number of initiatives to try to reign in cost, but also it sounds like to change the organizational structure, you talked about consolidating the sales channels, you also talked about changing the organizational structure around a suite, product offering, I wonder if you could just give us more color on what exactly is taking place there, and if that is or could be disruptive to the business? Thanks.

Josh James

Sure. So from a sales perspective, we have got a lot of different sales teams that we have acquired over the last 12, 18 months and we have been sorting out those kind of consolidate that those different sales teams and figure out what makes more sense in terms of the way that we approach our customers, and we changed the model this year in order to interact with our customers with more of a quarter back approach whether is one executive that is responsible for that relationship.

And it limited some of the needs that we had for some of the overlaid headcount and basically going through and finding efficiency instead of having dedicated teams, they require a certain minimum number of headcount for coverage.

We think that we found some efficiencies that we can squeeze out so it shouldn't affect the way that we are actual are able to interact with our customers and cover our customers.

I think that actually is going to also improve the relationship for the customers, because, we are getting some commentary from the customers right now that there is too many sales people on an account, there is too many interactions that they have to have, there is too many people, need to keep track of.

And so we are shifting more towards this quarter back approach where one account executive is responsible for that relationship. And then on the product suite versus [manageable] product lines what that's going to do is it's going able to find some efficiencies in the way that we develop and market those products.

They are all independent products and independent systems, we obviously need to have more resources than when you start consolidating those from the back-end from a marketing perspective the way we interact with customers in terms of generating leads and in the way that we market those products, there won't be as much marketing towards some of the specific products that are maybe smaller. They will more included in the suite, so I think that's going to provide some air cover for some of the those small products.

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