



# Overland eSupport Usage and Loyalty Soar

*"Silicon Space is an integral part of the development of our support portal from conception, specification, development, testing, and final deployment. The portal has been deployed for 2 years now and has over 17,000 registered users; this has become an integral part of our support offering."*

**Carlo S.**  
 Director, Information Technology  
 Overland Storage



## The Challenge

Overland Storage is a dynamic provider of data storage software and appliances, but the support portion of their website was static. It offered little information, little help, and not surprisingly, got little usage. In their market, a customer support portal is critical to building and maintaining customer loyalty, driving additional sales, and thus increasing the lifetime value of a customer.

## The Solution

Starting with market and customer loyalty research and online support best practices, Silicon Space built and launched the support site. It gives users a powerful, self-service support

experience that includes software driver downloads, help forums and moderated bulletin boards, Frequently Asked Questions, and a constantly updated Knowledge Center, all specific to the Overland products users have purchased. On the back-end, Silicon Space built systems for warranty card registration / renewal and return materials authorization, as well as integrating Overland's Customer Relationship Management (CRM) system with the web eSupport solution.

## The Result

With Silicon Space's help, Overland's eSupport portal now has over 17,000 users and gets rave reviews of its support system from increasingly loyal and repeat customers.

## ABOUT SILICON SPACE

Headquartered in San Diego, Silicon Space Inc. is a leading provider of custom, web-based enterprise software solutions. Since 1996, Silicon Space has worked with large enterprises, mid-sized companies and smaller high-growth firms to create robust, customized and extensible solutions using the latest web technologies and development practices.

With four main practice areas: Custom Enterprise Search Solutions, Web-based Application Development, Systems Integration, and Outsourced Product R&D, Silicon Space has served such clients as Hewlett Packard, Disney, Harcourt, Overland Storage and the US Navy.

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