



## Escrow Associates Keeps Sybase On Track



“Escrow Associates moves quickly to keep our sales contracts and our business on target by minimizing risks on hundreds of thousands of dollars worth of contracts every quarter.” Claire Collopy, Director of Contracts at Sybase North America

### *The Challenge*

Sybase became painfully aware that their software escrow provider did not understand the software business. They were unresponsive, unable to make quick decisions, and often refused to customize contracts. Sybase became so worried that their quarterly revenue and trade secrets were in danger that they went shopping for a new provider. They chose Escrow Associates, one of the largest providers of software escrow services.

### *The Results*

Escrow Associates delivered the savings, speed, and expertise that Sybase needed by providing:

- **Superior value** – Sybase completes hundreds of thousands of dollars worth of contracts every quarter. Escrow Associates speed and responsiveness means that Sybase will post revenue in the proper quarter, an invaluable benefit. Escrow Associates also has lower service fees, saving Sybase more than \$5,000 annually.
- **Security** – Escrow Associates helps Sybase minimize risks, by aligning escrow requirements with their intellectual property protection strategy. Sybase knows their intellectual property won't be exposed, a mistake that could result in lost revenue, as well as costly legal fees.
- **Effort and integrity**– Escrow Associates didn't stop working after they established a customized contract. They went the extra mile, helping Sybase with the complicated task of migrating their existing escrow deposits to the new accounts with Escrow Associates.

### *The Escrow Associates Solution*

“Escrow Associates makes depositing easy. We know that we're giving customers what they want and need to reproduce the technology, without exposing our own trade secrets and intellectual property.” – Claire Collopy

- **Expertise** – The long-term, expert staff at Escrow Associates have the ability to do what it takes to get an agreement done. They have the experience to make quick decisions without jeopardizing security.
- **Customization** – Escrow Associates customizes their escrow agreements to fit the needs of the parties involved. For software developers, this means that they can provide a unique contract for every unique buyer.
- **Completeness** – With their consultation, Sybase knows that right materials are deposited, every time.

Are you in the market for effective escrow services? Call Escrow Associates today, at 800.813.3523.

