



E-BOOK

# A Match Made in Enablement Heaven

How Seismic's partnership and seamless integration with Microsoft makes for better seller and buyer experiences



# There are three essential reasons

Seismic is the global leader in enabling go-to-market teams to do better. Our SaaS platform:

- Cultivates the skills, content, and context to win deals and loyal customers by onboarding and upskilling sellers faster and by providing them with better guidance on what to say and do during buyer interactions;
- Allows sellers to interact with buyers at the right time across every channel and with better digital experiences wherever and whenever those buyers want to be engaged; and
- Makes it easy to leverage data and insights from different systems and stakeholders to create better content, streamline processes, and deliver more effective coaching.

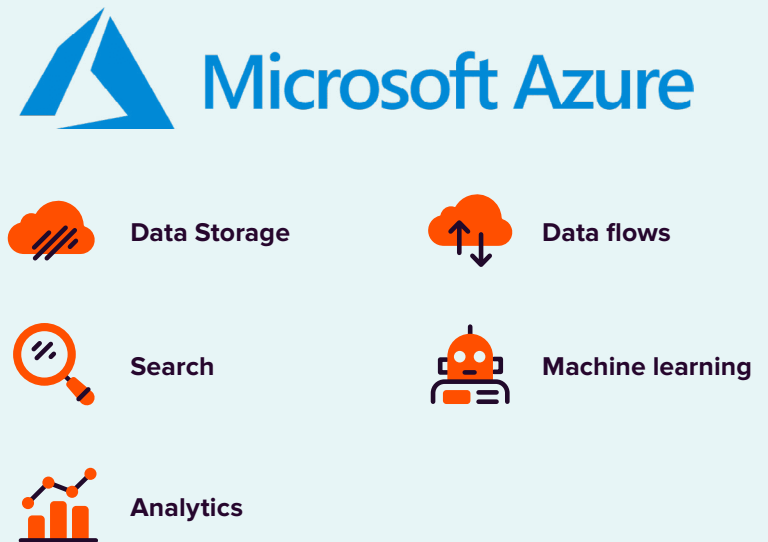
**And Microsoft helps make it all possible.**





# Why Microsoft?

Seismic was born on Microsoft Azure. It's the core of our compute infrastructure, powering our entire stack of capabilities, including:



Furthermore, the datacenters on which Azure runs are located around the world and are managed by Microsoft Global Foundation Services who operate under the most stringent standards for security, systems monitoring, and incident response—and that means our data, and our customers' data, also meet those standards.

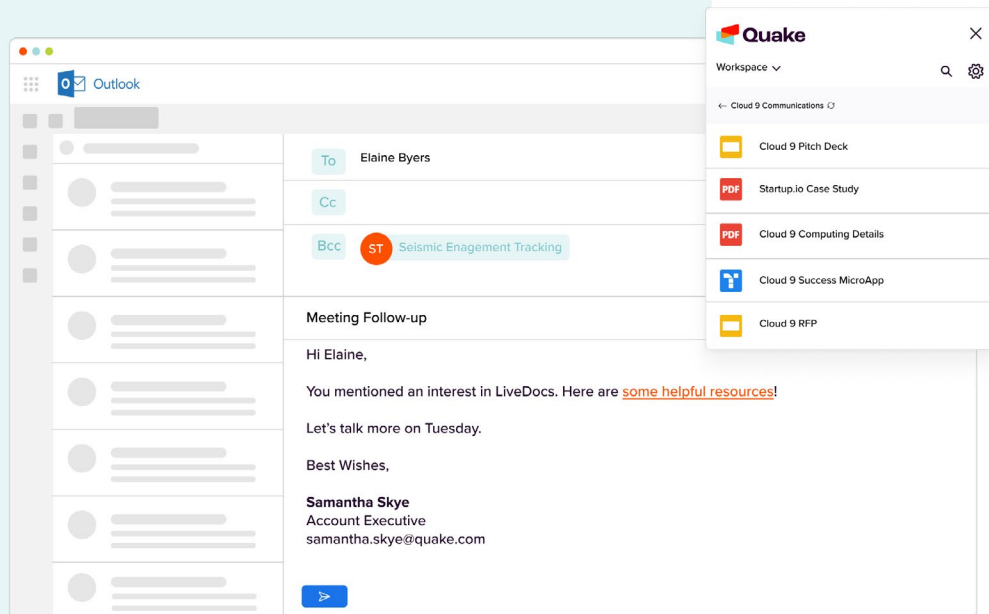
But Seismic isn't just a Microsoft Gold Partner and 100% Azure-based platform because of the functionalities and security Microsoft offers.

"App-athy" is a real phenomenon. No one likes toggling between too many tools to do their job. That's why it's crucial Seismic integrate seamlessly with the most widely adopted productivity tools in the world—Office 365.

In fact, it's Microsoft's own Power Automate service that bolsters Seismic's ability to streamline sales and marketing workflows, allowing our customers to manage content planning with full visibility of milestones and deadlines, easily copy existing campaigns, as well as mitigate potential compliance and brand infractions with automatic checks and approvals.

Let's take a closer look at how Seismic leverages the power of Microsoft applications to provide the seamless, streamlined enablement experience our customers expect, and that all go-to-market teams deserve.





# Outlook

Sellers and marketers can simplify their lives even more with the Seismic + SharePoint integration, which automatically synchronizes Seismic content and metadata with existing Sharepoint repositories.

Seismic for Outlook, part of our LiveSend application, does just that by recognizing a prospect's email address and using information about them from Microsoft Dynamics 365, such as their industry and the sales stage they're in, to recommend the most relevant content to send to them—and all without the seller ever leaving their inbox.

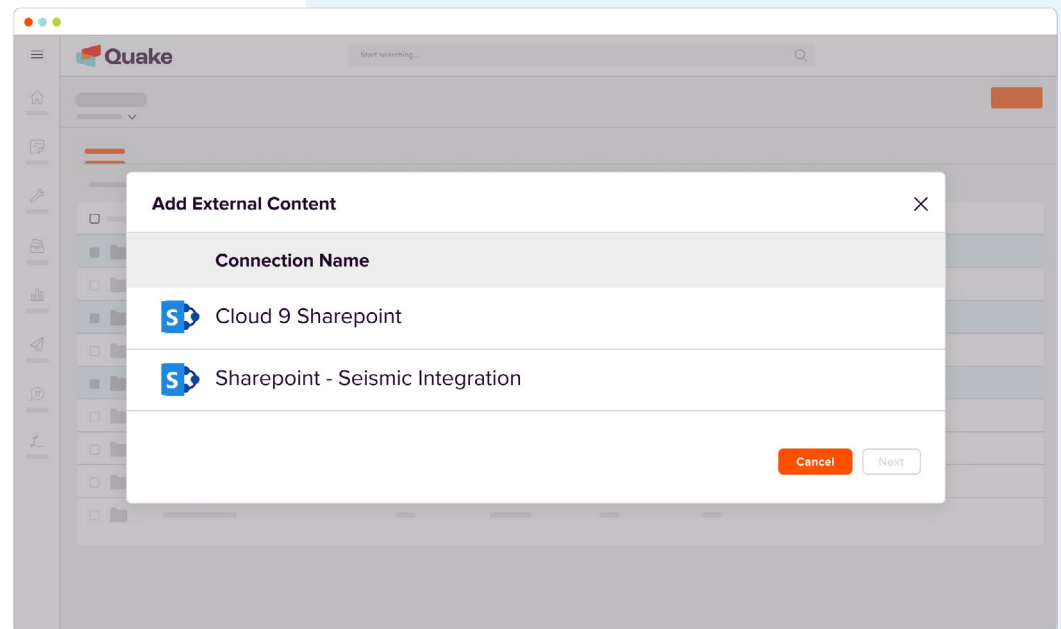


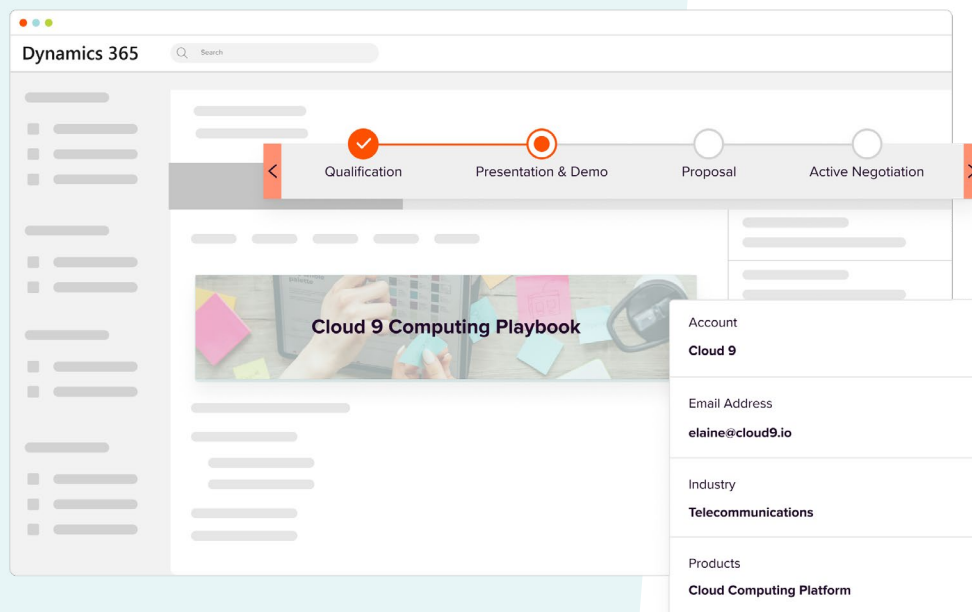


# Sharepoint

To foster smoother collaboration between teams, content stored in SharePoint is synced to the Seismic library via our Content Manager user interface.

Syncing can be set to happen on a one-time or periodic basis with options to inherit folder structures and metadata, minimizing any potential for confusion among stakeholders.





# Dynamics 365

Seismic leverages Microsoft Dynamics 365 to recommend content. Without even opening that content, a seller can see in preview why it's being recommended, including information about its usage, ratings, buyer interest, and more.

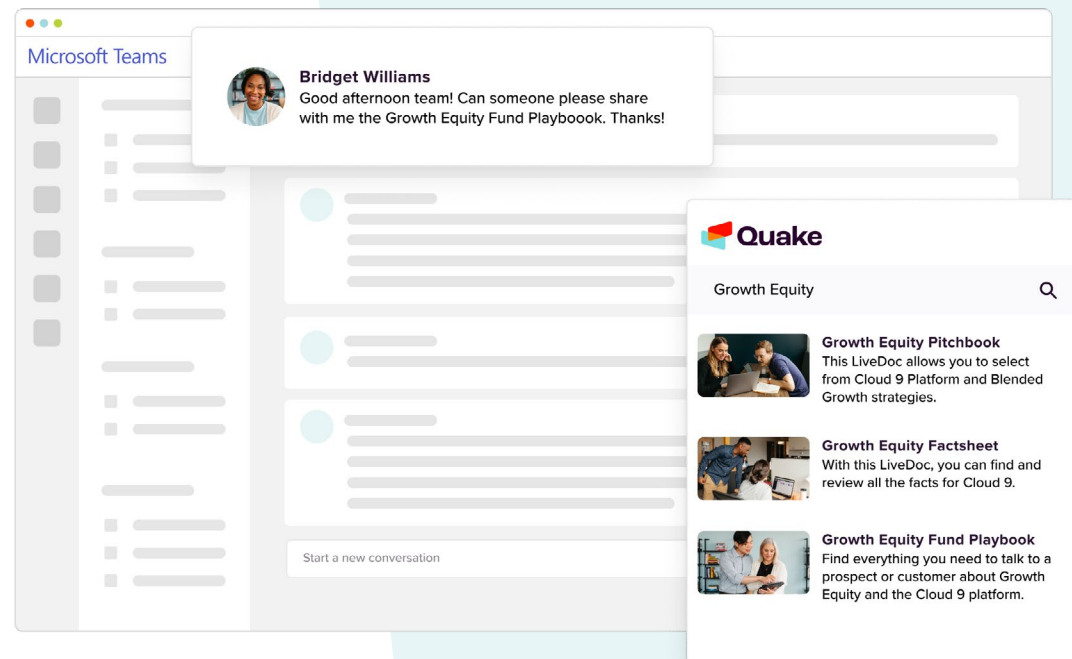
Seismic also utilizes Dynamics 365 for our LiveDocs application, allowing sellers to create and personalize content for sellers in just minutes without requiring them to download or manually edit anything. They can customize everything from pitch decks to case studies to proposals, and more.



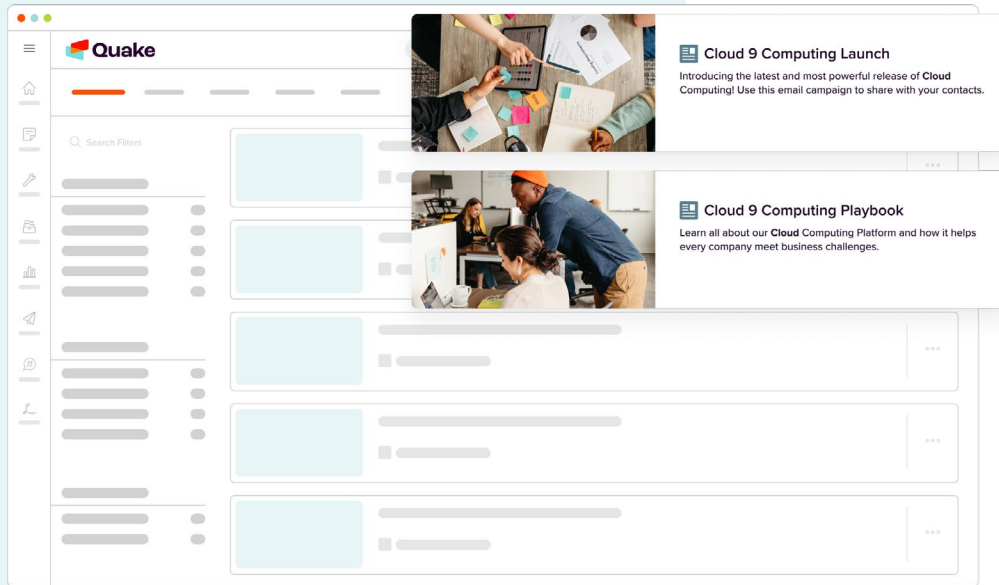
# Teams

Seismic's integration with Microsoft Teams allows users to quickly search for and share content in Teams conversations without having to switch back and forth between platforms. When a user shares a link to Seismic content in a conversation, the file name, image, and summary of the document all appear.

Microsoft Teams is already a powerful communication centralization tool. But Seismic takes it to the next level for any go-to-market team.







# Office 365

PowerPoint, Word, Excel, and other Microsoft Office 365 files open seamlessly within a fully functional embed in Seismic or the CRM system of your choice.

Team members can collaborate on the same files at the same time driving transparency, efficiency, and cross-functional alignment.



# What partnering with Seismic can mean for you.

If, like us and Microsoft, your organization believes in providing unmatched technology, services, and support, then partnering with Seismic can help add value to all your buyer engagements. With Seismic on your side, you can significantly augment your service offering, resulting in more business opportunities, additional revenue, and happier customers.

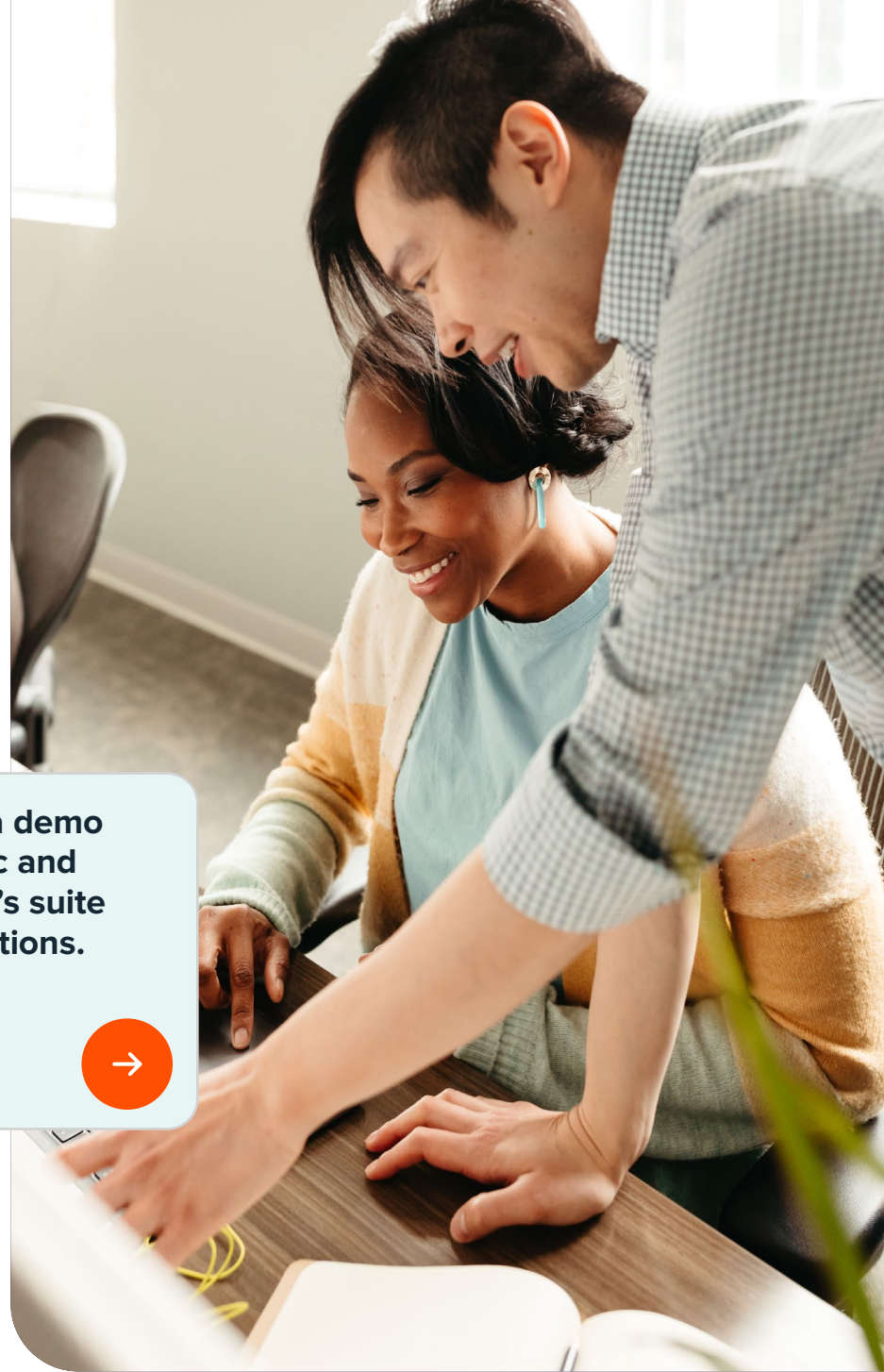
**Learn more about partnering with Seismic.**



**Learn more about our partnership with Microsoft.**



**Request a demo of Seismic and Microsoft's suite of integrations.**





## About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

Visit our Website →