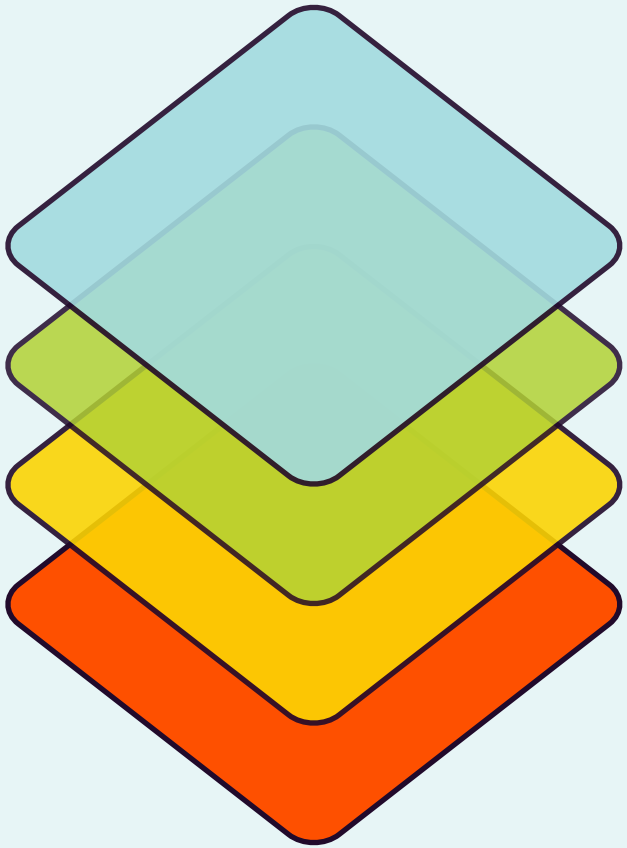
Seismic



E-BOOK

Stack the Tech in Your Favor

How Seismic's Enablement Platform Unifies Your Technology Ecosystem for Maximum ROI

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Tech buyer's remorse is rampant among businesses

With the rise of working from home during the pandemic, money was no object for businesses trying to preserve their efficiency, productivity, collaboration, and morale. And in doing so, they accumulated several years' worth of new technology in just a few months.[1]

But as the dust settled, the harsh reality set in. With the economy struggling and budgets tightening, businesses are now second-guessing many of their tech investments. CROs want a better understanding of their go-to-market (GTM) teams' tech ecosystem and how it's being used. CFOs want to know where they've overspent on tech. And IT departments want to minimize the number of systems they have to maintain.

And the data more than justifies this scrutiny with about half of all workplace applications going unused, amounting to more than $44 million being wasted each month. What's more, employees are often using multiple applications for the same purpose.[2]

But cutting redundant tech is only part of the solution. Even if each of the applications you're left with serves a specific, useful purpose, the fact that they come from different vendors, live on separate platforms, and produce their own data in isolation presents a host of issues that will continue to impede your GTM teams' potential.

Instead, businesses should unify the applications their GTM teams need on one platform, ensuring data can be shared between tools, streamlining the overall user experience, and facilitating greater organizational alignment.

[1] https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever

[2] https://pantheon.nexthink.com/wp-content/uploads/2023/02/Software-License-Usage-Analysis-1-1.pdf

An enablement platform unifies your tech stack for maximum ROI

Originally developed so reps could reinsert themselves earlier in the sales cycle by proactively sharing the right content at the right time with increasingly internet-savvy buyers, enablement technology has evolved to serve the entire GTM process. It now provides sellers, marketers, trainers, and enablement professionals with the capabilities they need—in one place—to create and share more effective content, align more closely with their colleagues, execute more successful sales strategies, improve their knowledge and skills, and capture the analytics required to do all of these things better the next time around.

As the global leader in enablement, Seismic boasts integrations with more than 150 customer relationship management (CRM) systems, content repositories, email platforms, data sources, and other software, eliminating the dependency on disparate applications that produce disconnected data, sow inter-team discord, and contribute to tool fatigue.

Seismic's integrations unlock even more value in your tried-and-true tech

Seismic integrates with numerous applications from some of the biggest names in technology, including Microsoft, Google, and Salesforce, such that GTM teams can find, consume, create, personalize, collaborate on, and distribute content from directly within the tools they're already familiar with.

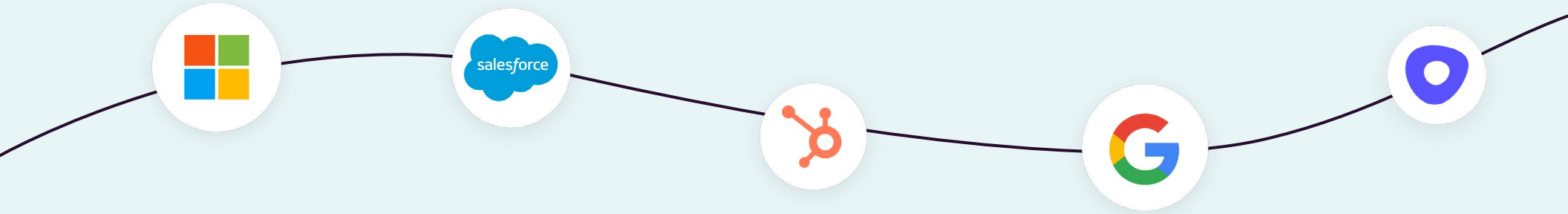
Let's take a closer look at how Seismic works with some of today's most popular platforms to help businesses achieve higher tech adoption and greater efficiencies with respect to several revenue-generating activities.

Collaboration

Seismic allows your GTM teams to quickly search for and add content to conversations in Slack and Microsoft Teams, automatically detecting when that content is from Seismic's library. It then pulls the filename, image, and other details, eliminating the need to download content from its source to share as an attachment.

CRM

Synching its content library with some of the most popular CRM systems, including Salesforce, HubSpot, and NetSuite, Seismic drives predictive content recommendations into those tools based on opportunity/account-level information. This integration also automatically generates a contextual folder wherein teams can store, share, and collaborate on content.



Content repositories and file sharing

Seismic integrates with many content repositories and file-sharing platforms, including Google Drive, SharePoint, and Dropbox. Content metadata from certain platforms can be synced to Seismic's library, even inheriting folder structures in some cases, uniting siloed systems and diminishing the need to toggle between them.

Sales engagement

Further eliminating the need to toggle between systems, Seismic integrates with sales tools like Groove, Outreach, and SalesLoft for personalizing customer content. With Seismic, users can quickly search for and add content to conversations and pre-built templates complete with link tracking to ensure buyer engagement data is captured.

Legacy learning platforms

Integrating with some of the most popular legacy learning platforms on the market, Seismic can push content from a specific platform's interface to the Seismic library, syncing folders and metadata. Content can be served to reps via instructions paired with sales assets, on pages that serve as playbooks or toolkits, through profiles that are dedicated to onboarding and continuing education, and in a variety of other ways. However, it's important to note that having Seismic renders legacy learning platforms redundant because the Seismic platform itself offers next-level learning experiences (see below).

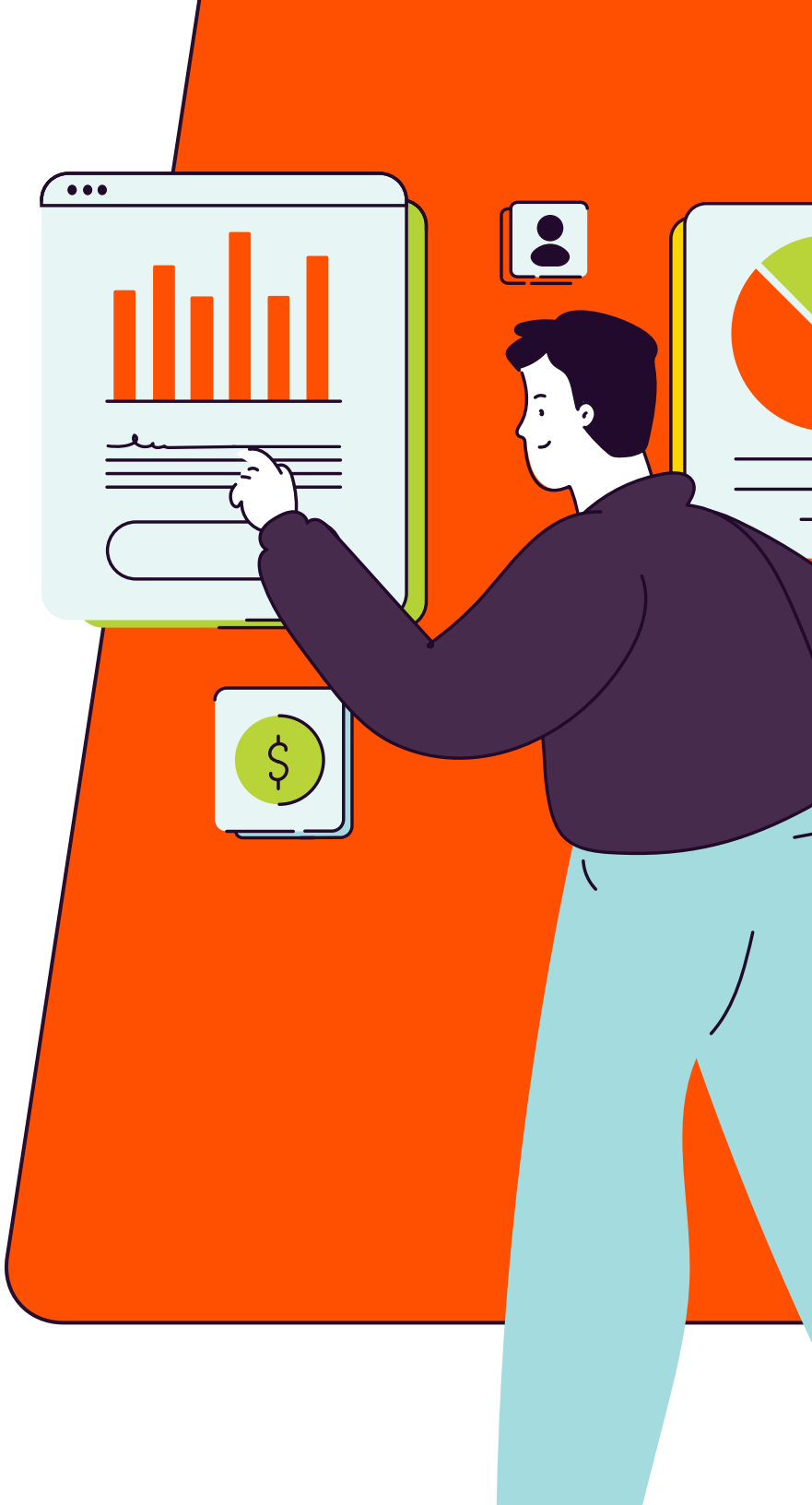
Seismic replaces redundant tech, reducing costs and simplifying your tech stack

In addition to integrating with and augmenting the value of so many popular platforms, Seismic can also replace many others that don't perform as advertised or simply don't work well with the rest of your tech stack. After all, why deal with more than one vendor, content library, or database if you don't have to?

Seismic can easily fulfill the following functions, which traditionally required separate platforms and applications:

Intranet

A common deficiency of many intranet platforms is that they're static content repositories, not active facilitators of helping teams find and consume relevant GTM information. Seismic's NewsCenter, however, is an internal-facing application modeled after popular news aggregation and social media apps. This allows GTM team members to self-select channels of interest, such as competitive intelligence and industry updates, so they can consume and deliver information relevant to a specific prospect or exisiting customer. Mobile-friendly, the NewsCenter can even be accessed by reps for some last-minute prepping just before a meeting.



Video and/or email

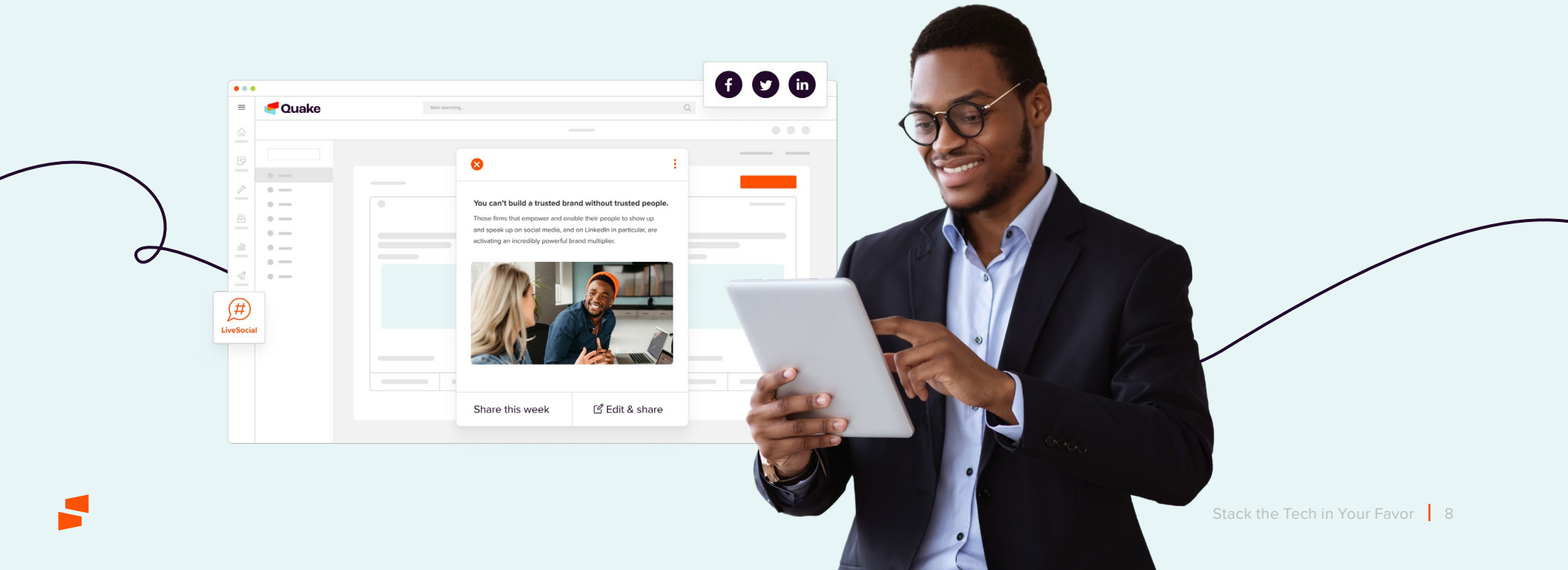
Most communications applications are disparate; email is separate from video conferencing, which is often separate from instant messaging, and so on. With Digital Sales Rooms, Seismic provides secure environments for many types of communication between sellers and buying teams. Each of these environments acts as the single source of truth for a given deal through which reps can interact with customers as frequently as they need to via chat, tagging, and commenting.

They can also record and send videos from within the room—no need to record, save, download, and upload using other tools. It's even possible to see what content was viewed, when it was viewed, and for how long, right down to the individual page level. That way, reps can better prepare for follow-up interactions. Digital Sales Rooms bring personalization, especially in the latter stages of a deal, to a whole new level—all in one place.

Social selling

Social media is crucial for intercepting prospect attention and guiding them along their buying journey. To establish a risk-free and reputable social media presence, sales reps need curated content feeds from both Marketing and third-party sources, which they can then share online. But many platforms that facilitate this live on their own, floating disconnected in a sea of other applications.

Conversely, Seismic's social selling platform, LiveSocial, lives within the greater platform alongside all of Seismic's other capabilities. LiveSocial also captures data about a specific buyer's social interactions with reps, which can then be used to determine deal attribution, marketing segmentation, lead generation, and more. LiveSocial even includes Earned Media Value reports, which aggregate clicks, likes, comments, and video views for a comprehensive view of social media ROI.



Program management

Seismic's Enablement Planner is an integrated tool for GTM teams to plan, execute, and iterate on their work. Enablement Planner offers a wealth of intuitive project templates to choose from when kicking off new work. And from directly within the Seismic content library, project managers can assign specific assets to—and communicate directly with—individual stakeholders who automatically receive email notifications about the work.

While there's no shortage of digital collaboration and work management tools out there, their integrations with other platforms often amount to little more than notifications. The Enablement Planner boasts easy-to-build intake forms, formalizing and centralizing stakeholder requests. That means no more spontaneous, hard-to-keep-track-of requests sent via instant messaging and emails. Combined with Seismic Insights, which captures how much time certain projects took and the revenue attributed to them, the Enablement Planner makes it easy to manage not only projects but expectations as well.

Learning and coaching

Both new and experienced reps need continual education. Not only do they need to learn about new product launches and updates, hot-off-the-press messaging and positioning, the latest sales plays, recent industry developments, and new sales content but they also need to sharpen their digital interactions with customers. The crux is being able to do all of this for hundreds or thousands of learners without sacrificing their individual needs. Traditionally, businesses have had to attempt this using a disjointed mix of HR software, complex learning management systems, survey platforms, and email.

But with Seismic Learning, purpose-built to work at the speed of GTM teams, it's easy to create, edit, and deliver mobile-friendly lessons that learners can take anywhere. Seismic Learning can also simulate real-life customer interactions via practice emails, video calls, or instant messaging chats, which leverage AI-driven sentiment analysis to measure a learner's clarity, confidence, and credibility when delivering mock pitches or presentations. Using this and other lesson-related data, Seismic Learning can generate personalized learning paths featuring content that aligns with specific skill development goals.

Legacy tools Seismic can replace

Here are examples of sales-related tools and capabilities that the Seismic Enablement Cloud can replace. Adopting Seismic allows organizations to reduce software spend, consolidate capabilities, and leverage a unified platform that is purpose-built for revenue-generating teams.

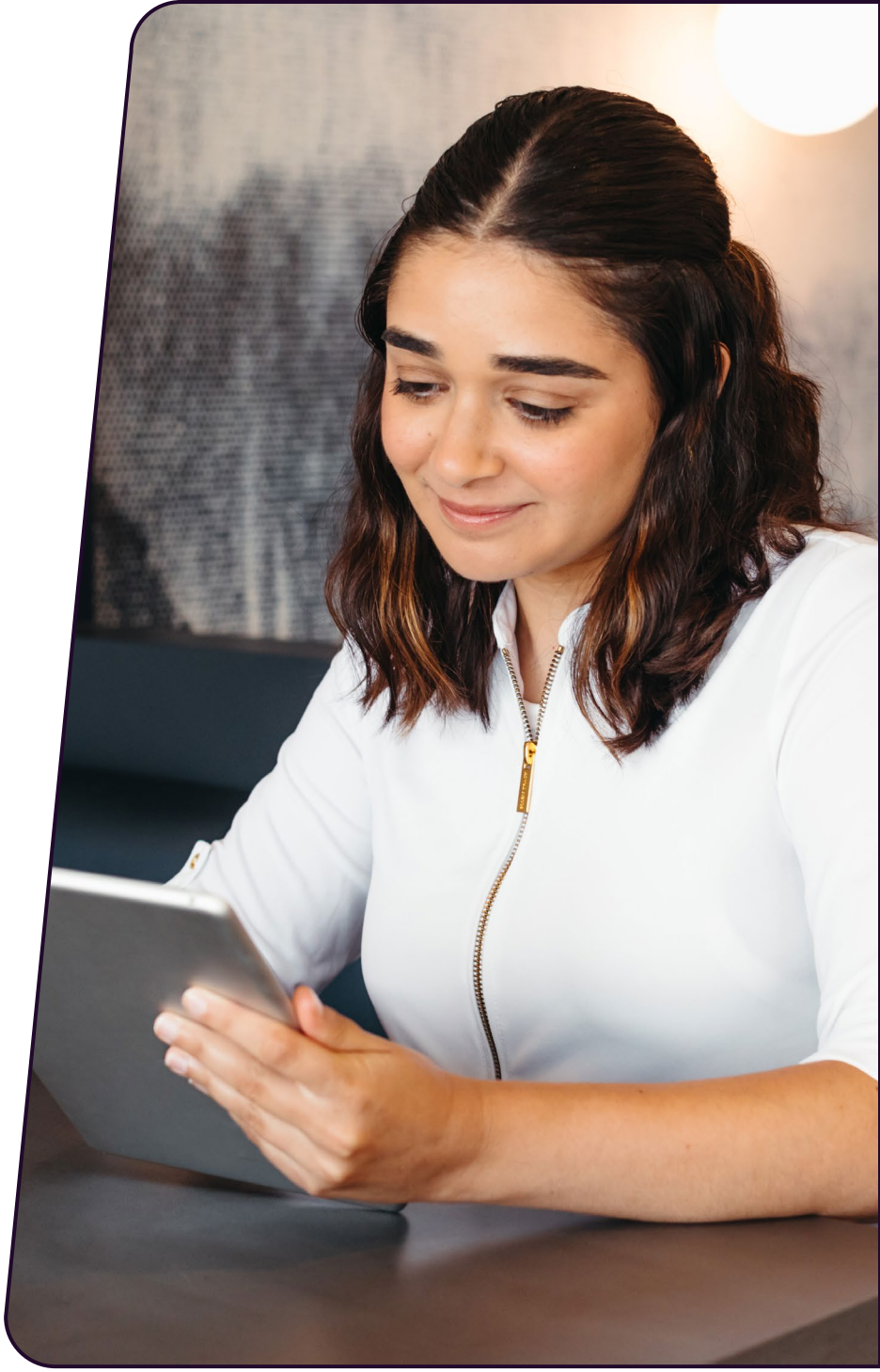
Legacy applications / capabilities	Seismic alternative
Video / email tools	Digital Sales Rooms
Sales readiness / learning tools	Seismic Learning
Intranet	NewsCenter, WorkSpace
Social media advocacy	LiveSocial
Program/project management	Enablement Planner
SharePoint, Google Drive, Box, or any content storage repository	Seismic Library, WorkSpace
Ad hoc training	Seismic Learning, Pages
Intranet product / information pages	Pages and DocCenter
Integrating content / branding in presentations	Seismic for PowerPoint / Seismic for Google Slides.
FAQ software or internally built FAQ (knowledge bases, knowledge management)	Seismic Knowledge
Content intelligence	Multiple products in the Seismic Enablement Cloud
Record / listen / get insights from digital meetings	Seismic for Meetings
Email engagement	Email Blast
Engagement tracking via links	LiveSend

Don’t invest in tech—invest in the outcomes your business needs to achieve

Seismic doesn’t add to your tech stack; instead, it consolidates your ecosystem, future-proofing your business by helping you achieve crucial outcomes, including new levels of operational efficiency, GTM productivity, customer engagement, and cost savings.

Spend less and do more with Seismic.

Speak with our team to get started



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.

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