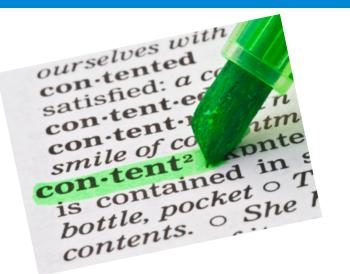


Polling Question: What best describes your role at your company?

Sales Manager
Proposal/Bid Manager
Marketing
Sales Operations
Executive

Content - What Is It?















Content Automation:

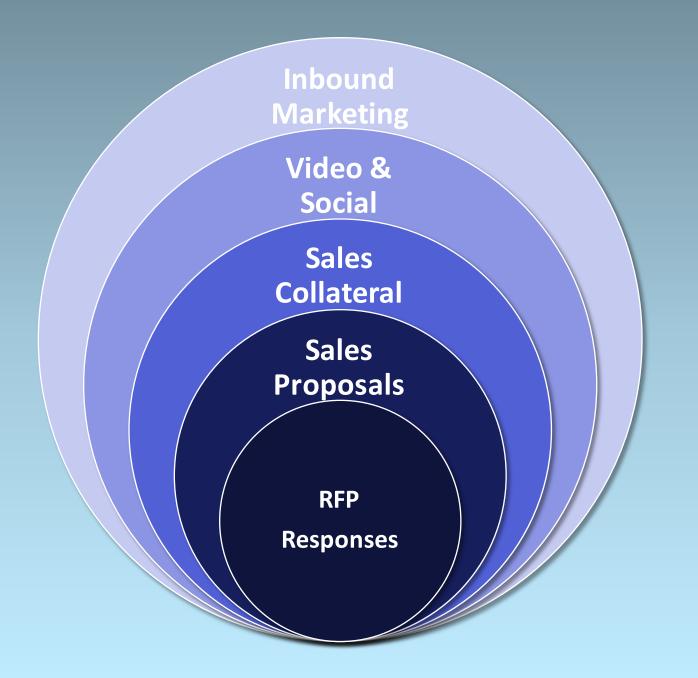
Content, noun

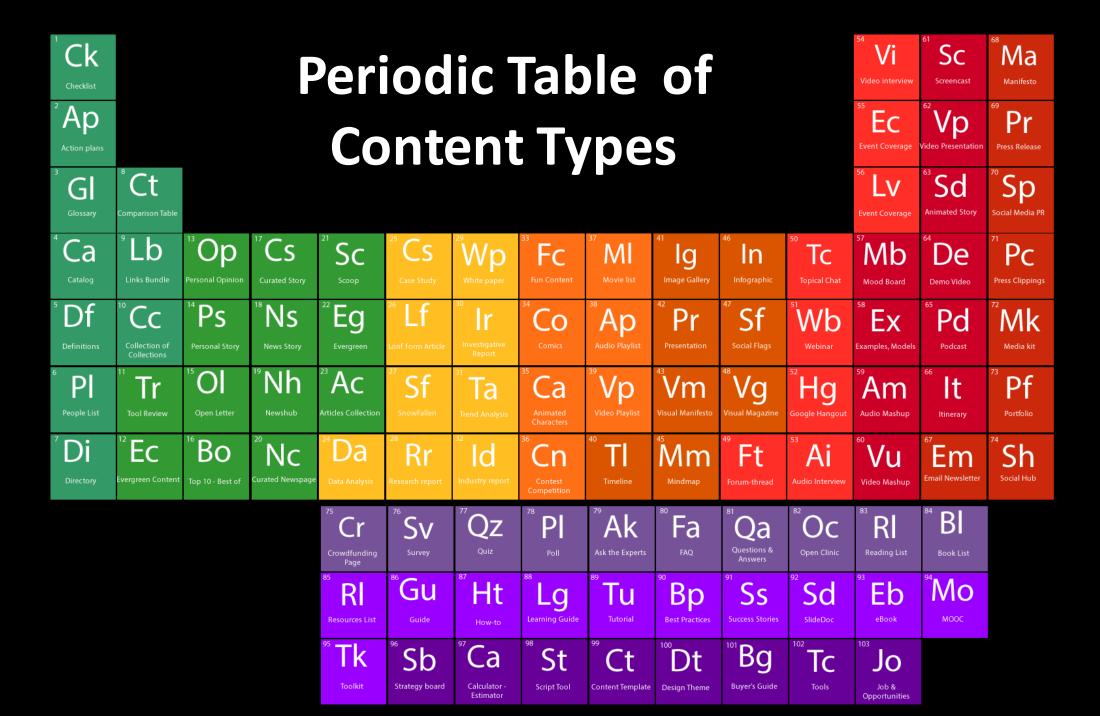
1. something expressed in written form

Automation, noun

1. system of operating, standardizing, or controlling a process

Automating Customer Engagement





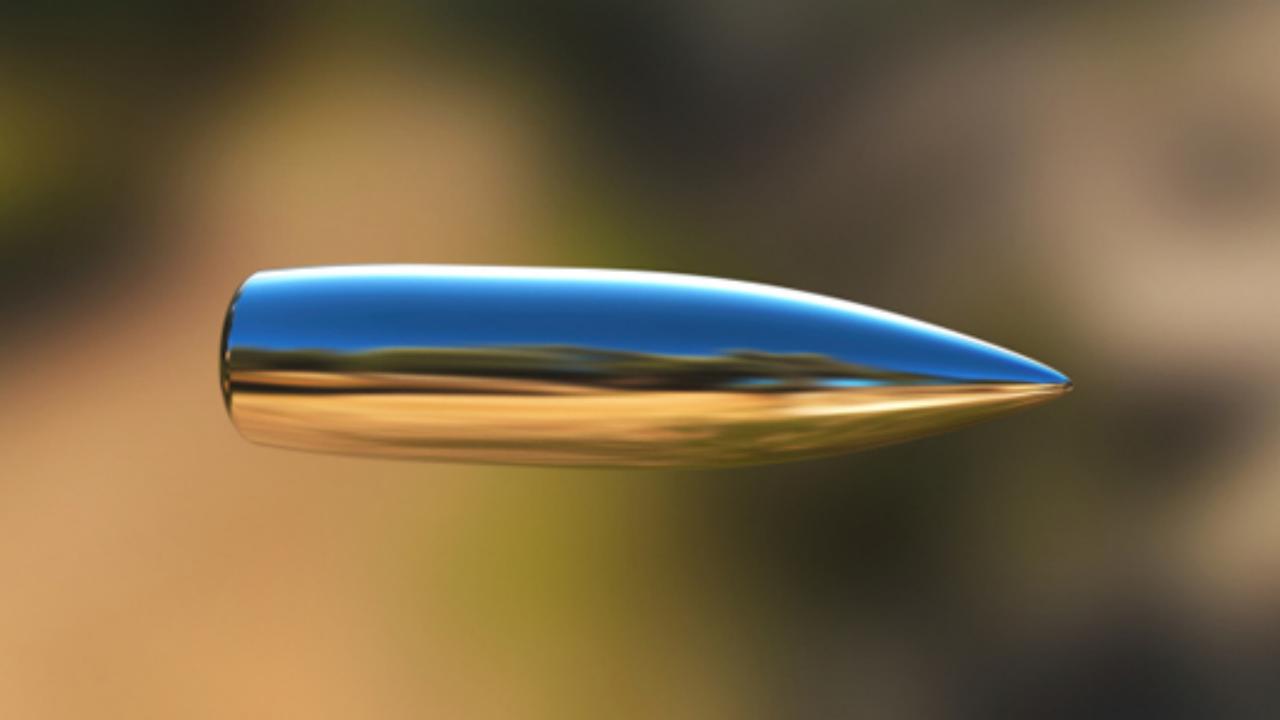
ProposalsPresentations67%RFPs60%

78%

Feel sales content is VERY
IMPORTANT to the
effectiveness of their
sales reps

50%

Say data and content in sales assets is only SOMEWHAT ACCURATE









Access



Assemble



Deliver



(M) Measure

Polling Question: How important is content to the effectiveness of your sales team?

Very important
Somewhat important
Not Very important
Not at all important

Polling Question: How easy is it for sales to locate relevant content they need?

Very
Somewhat
Not very
Not at all

Access





Portals



"Ten years from now we're going to look back and recognize that search-based content discovery was broken."

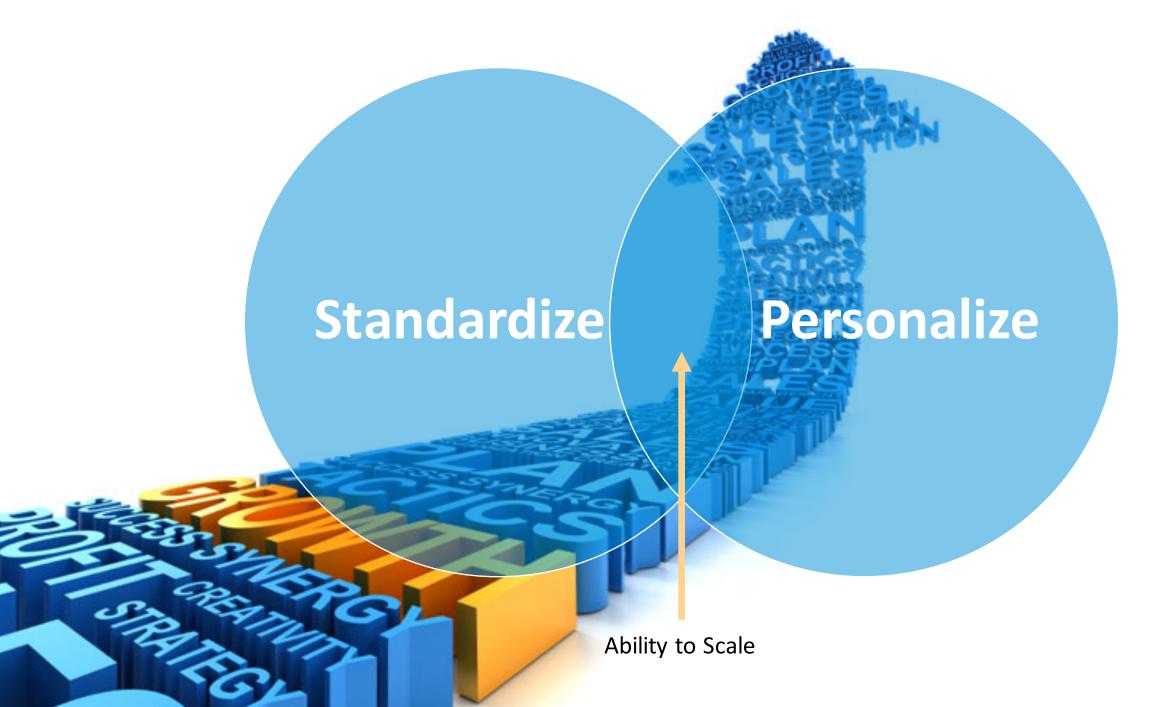
Search

Zegich











Measure





Access



Assemble



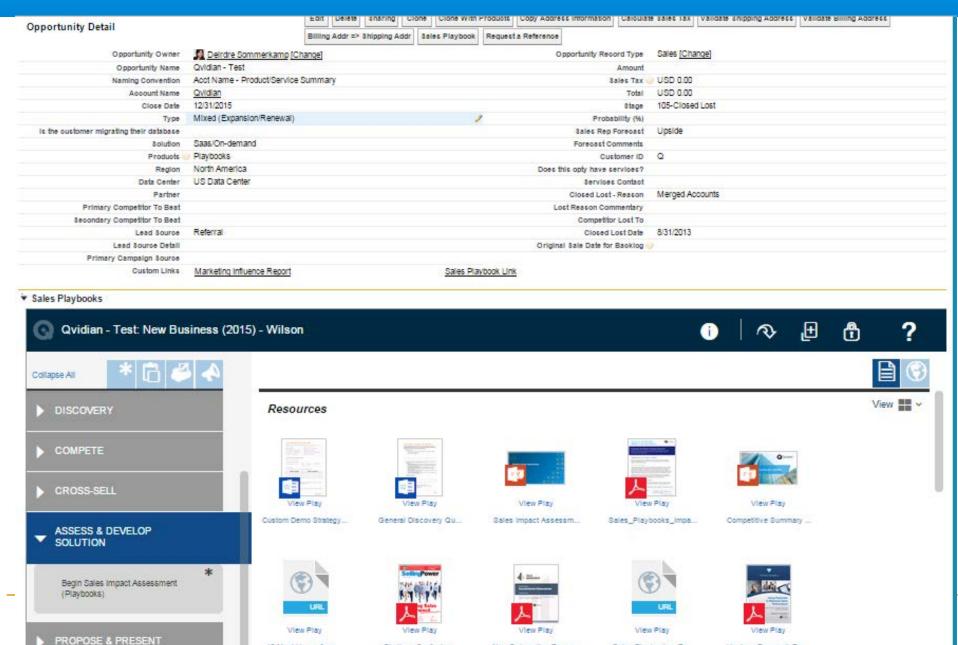
Deliver



(M) Measure

Access

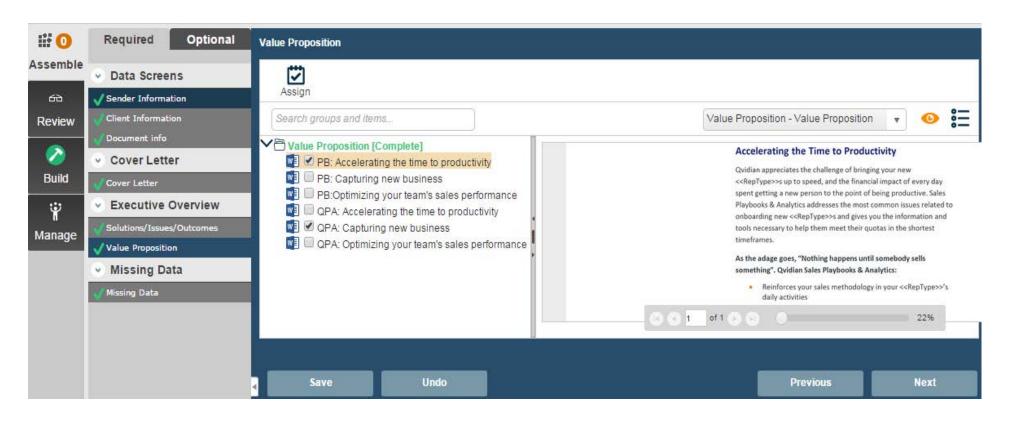




- Where reps spend majority of time
- Eliminate duplicate data entry
- Provide content in context

Assemble





- Pull from central library
- Piece existing content together into tailored, finished documents
- Simple yet robust workflows



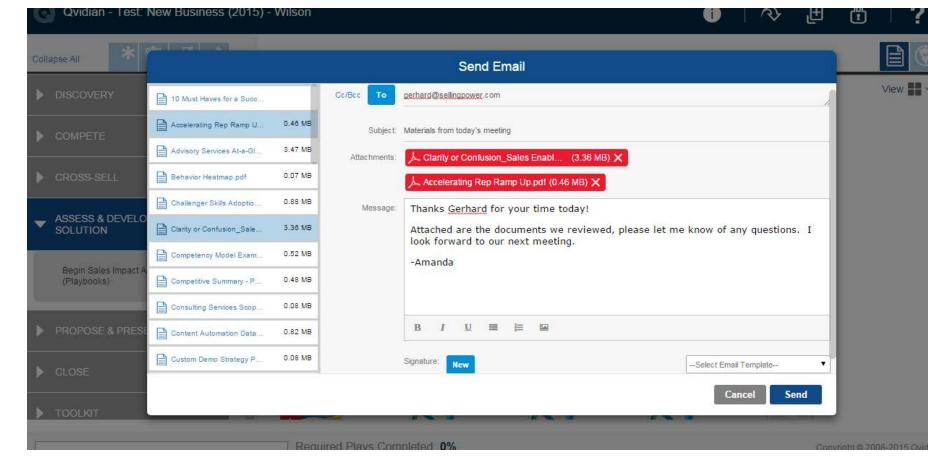
Deliver





SF1 Mobile

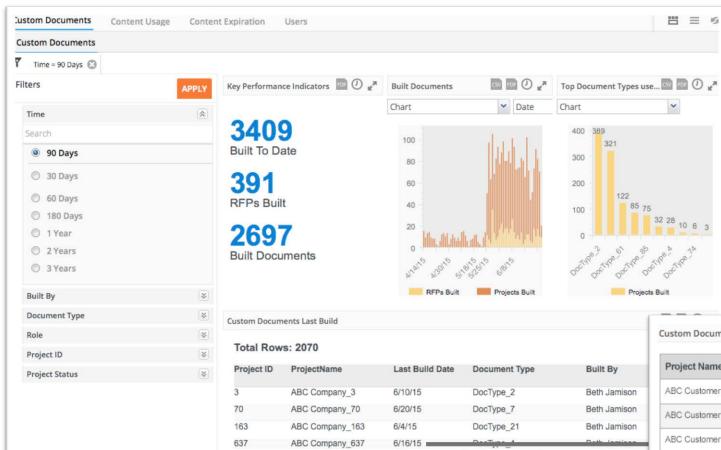
Easy distribution to customers



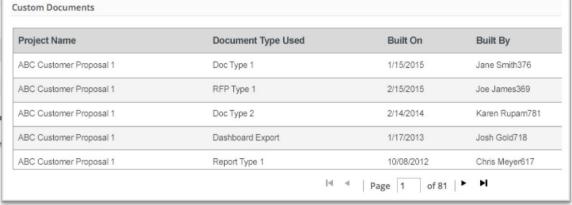


Measure





- Easy visualizations
- Faster decisions
- Advanced data analysis







Content Automation



Polling Question: Which challenge does your organization need to solve first?

A Content Access

B Content Assembly

C Content Delivery

D Content Measurement



http://bitly.com/

2015 Events

Qvidian®

October 12th- 14th Salesforce Productivity Conference

October 20th – 21st CEB Sales & Marketing Summit

October 21st- 22nd APMP UK Conference

October 28th- 30th AGI Chief Sales Exec.

November 6th APMP – Nor Easter

November 19th- 20th Sirius Decision Tech Exchange



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