ATTIVIO

Cisco Achieves Significant Sales Productivity Gains With Attivio

Attivio and Cisco revolutionize the way commercial teams find and use critical content

TIME SPENT LOCATING RELEVANT, UPDATED SALES MATERIAL IS COSTLY

Cisco strives to have productive, efficient sales representatives in order to drive top line revenue growth. Unfortunately, like many organizations, their sales teams are constantly inundated with information from multiple internal functions. This situation makes finding relevant, up-to-date content very difficult for the team, leading them to spend 15-25% of their time simply searching for useful, current content instead of conducting value-added activities. *In total, unproductive sales time costs Cisco and its partners over $375 million per year.*

INTRODUCING "SALESCONNECT"

Given Cisco's salesforce is global, fast-moving, and roughly 80,000 in number, the company decided to develop a mobile application for smartphones and tablets named SalesConnect. The goal of the app is to immediately connect sales teams with all relevant, up-to-date information that will aid them throughout all stages of the sales process. Attivio's Active Intelligence Engine (AIE) was the only offering that could meet Cisco's search requirements for the app and was leveraged to develop the following critical features:

→ **Featured Content:** Provides sellers with content related to key products and messages that Cisco would like to highlight

→ **Suggested Content:** Pulls in CRM feeds to recommend relevant content to sales teams based on their customers, etc.

→ **Packaged Content:** Bundles (automatically or manually) all relevant Cisco information related to a particular compelling topic (i.e. cloud computing) to create global 'sales kits'
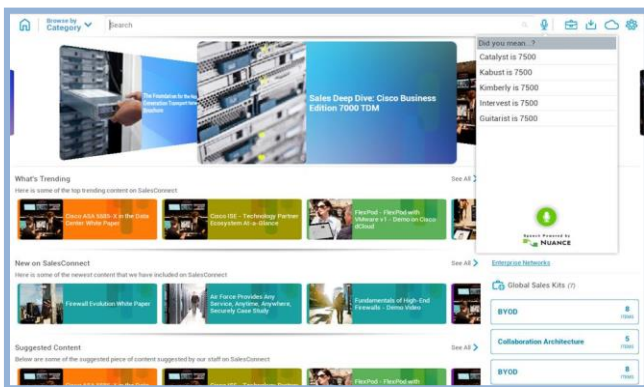
CISCO

CHALLENGES

→ Cisco and partner sales teams were spending 15-25% of their time searching for relevant content to move deals forward

→ Unproductive sales time costs Cisco and its partners over $375 million per year

RESULTS

→ SalesConnect became a 'single source of truth' and drove significant sales productivity gains

→ Internal and partner sales teams can access information in a much more user-friendly environment

➜ **Search Content:** Empowers sellers to retrieve all relevant information on a particular topic, whether through conventional search or through voice-enabled search powered by Nuance

Not only could Attivio's AIE power all of these critical features, but its **implementation took less than half of the expected time**, allowing Cisco to very quickly realize value.

"The biggest potential impact on seller productivity that you have ever done."

Cisco Partner

"I'm already learning things I wouldn't have sought out myself."

Cisco Sales Representative

SIMPLIFIED AND CUSTOMIZED SEARCH EXPERIENCE DRIVES PRODUCTIVITY

With SalesConnect, Cisco's sales teams now have a simplified and customized search experience, driving a *significant increase in sales productivity and revenue.* SalesConnect has already received praise internally and from partners with regards to content being *less fragmented* and how *quickly* users can access relevant, up-to-date information.

ABOUT ATTIVIO

Attivio makes information meaningful, accessible, and actionable in ways that were never before possible. Our patented Active Intelligence Engine® (AIE®) brings together information from any source or format and enriches it to expose the relationships, patterns, and insights that are hidden within.

SEE WHAT ATTIVIO CAN DO FOR YOU

READY TO LEARN MORE? Get in touch or request a one-on-one demo to experience the transformative power of Attivio Active Intelligence Engine (AIE).