



# Illumina

Consolidated dozens of repositories

## Company profile:

**HQ:** San Diego, CA  
6,000 employees

**Revenue:** \$2.4B

**Overview:** Illumina, Inc. provides sequencing and array-based solutions for genetic analysis.

---

**8,000+**

Files now consolidated in one place, replacing dozens of repositories

Illumina provides a wide variety of complex genetic testing to a number of life science and government verticals. Compliance is a major concern for Illumina's sales and marketing teams, so making sure to deliver the right message for each audience is of paramount importance. Their sales team was struggling to find the most relevant content with up-to-date messaging for every product, market, and sales stage in 70 various content repositories. With 34 different teams creating collateral, there was no standardized system to manage content. When polled, only 12% of Illumina's 400 go-to-market team believed this system was working well signaling there needed to be a better system.

Seismic integrated with SAP PLM, Box, and Salesforce to create one source of truth for Illumina with up-to-date, on-brand, and compliant content. Sales reps now have targeted and approved content at their fingertips for every meeting with the implementation of an exhaustive tagging system and content profiles.