



Unical Aviation

Ensuring a consistent customer experience with a single source of truth

Company profile:

HQ: City of Industry, CA
1,450 employees

Revenue: \$200M

Overview: Unical Aviation, Inc. supplies aircraft parts and components.

For almost three decades, Unical has been the go-to supplier of aircraft parts and components all around the world. With immediate access to millions of aviation parts, Unical has a reputation of delivering on-time and on-cost. Rapidly growing to 3,500 customers worldwide, consistency of messaging on marketing materials was problematic. Dozens of reps were simultaneously meeting with customers and prospects telling different stories about Unical's products and process for distribution. As these inconsistencies were beginning to affect sales, Unical was looking for a partner to consolidate content in one easy to access location.

Unical now stores all of their corporate overview slides, product images, and data sheets directly in Seismic. Sellers now feel confident they are telling the same story as their colleagues. With LiveDocs® technology, sales reps can customize presentations in a flash before meetings or presentations. Even when they're out in the field, Unical's sales team can access the most up-to-date content via the Outlook email plugin, tablet, or browser. Seismic helped this first class aviation business become aligned in a pivotal moment for growth.