



# Applied Systems saves time worth \$340K a year

*Headquartered in University Park, IL, Applied Systems powers insurance agencies, brokerages, and insurers around the world with software solutions and services.*

## The Challenge

Applied Systems had content spread across 11 different silos throughout their organization, causing sales reps to spend 35% of their time searching for content. This crippled how quickly sellers could respond to prospects and raised doubt they were sending the most effective information. Sales craved a better system to spend more time selling and improve the quality of their meetings with easily accessible and hyper-relevant content.

## The Solution

Seismic broke down the silos and established a single source of truth for dynamically updated content for Applied Systems. By integrating with Salesforce and using a robust tagging system, sellers can easily find and personalize Predictive Content served up based on data on their opportunity. Even while they're selling in the field, reps at Applied can access all of the same information via the Seismic mobile app.

## The Impact

Now the sales team collectively saves 100 hours each week and reallocates that time to selling and closing business. To Applied Systems, this is worth over \$200,000 per year in Return on Time (ROT). Sales reps now spend one hour per quarter building QBRs, a reduction of seven hours per rep per quarter. Across the sales and marketing teams, Applied Systems has seen over \$340,000 per year in a ROT.

**\$340k**

Return on time

**100**

Hours per week returned to the field