



# illumina drives 5-6x increase in content usage

Located in San Diego, CA with over 5,500 employees, Illumina provides sequencing and array-based solutions for genetic analysis.

## The Challenge

Illumina provides a wide variety of complex genetic testing to a number of life science and government verticals. As Illumina grew, it became more and more difficult to communicate across teams. Content was scattered and decentralized throughout the organization, resulting in sales' time wasted trying to hunt down assets or build them by scratch. The result was an abundance of content, yet sales still claimed they were not receiving the content they needed to engage with buyers. Additionally, in the biotech industry, compliance is a principal concern; Illumina's sales, support and marketing teams must deliver accurate and consistent messaging, which requires clear communication and constant access to resources.

## The Solution

By partnering with Seismic, Illumina has centralized all 70 former repositories, which included over 8,000 files and assets, into a single, easy-to-navigate source. Utilizing Seismic's intelligent search functionality, sales reps can find the most relevant materials and ensure that all content remains up-to-date. Illumina also leverages LiveSend, Seismic's intelligent delivery feature. LiveSend allows them to deliver these assets directly to customers and track analytics on whether the content resonated -, allowing sellers to better engage with prospects and ensuring marketing adapts content creation accordingly. Today, Illumina has integrated SAP PLM, Box, and Salesforce into Seismic, creating a single software ecosystem that will house up-to-date, on-brand, and complaint content.

## The Impact

By implementing Seismic, Illumina was able to introduce a scalable, sustainable and successful content engine. Their content operations team saved Illumina \$1M in costs annually and drove a 5 to 6 times increase in content usage. However, their biggest accomplishment was higher sales satisfaction - 40% increase in sellers satisfaction with content findability and 82% claimed the Content Operations team helped them better do their job.

40%

increase in sellers satisfaction with content findability

5-6x

increase in content usage



*"What our teams really like about the tool is that it doesn't just serve up pieces of content that sales reps have to look for. It actually renders the content that they would need within their job at the specific time and situation."*

Susan Felke  
Associate Director, Commercial Enablement  
Illumina