



# NCR spends 30 more hours with prospects each month

*Located in Duluth, GA with 33,000+ employees, NCR is a hardware and software company that runs everyday transactions at ATMs, self-service kiosks, point-of-sale terminals, barcode scanners, and more in over 60 countries.*

## The Challenge

From major sports arenas to gas stations and ATMs, NCR helps businesses around the globe process everyday financial transactions. With over 700 products serving seven highly regulated industries, NCR's marketing team created a massive content library for every selling scenario. While marketing spent countless hours creating this content, sales didn't know where to go to get the most up-to-date and targeted assets. Content was buried in siloed Sharepoint repositories, which made compiling the right materials a chore for sales. To draw out the process, sales would then check in with marketing to ensure content was accurate, further taking away time from selling in the field.

## The Solution

By adopting Seismic, NCR's marketing team has solved their governance issue by having a single repository to store the most up-to-date, relevant content. Marketing can tag content based on the deal stage, persona, and industry which is then served up to sales directly through their Salesforce integration. Sales can access to this automated content and personalize for their prospects directly in Salesforce and via the Seismic mobile app when they're on the go.

## The Impact

With Seismic, sales reps have saved 30 hours each month finding content that is now re-invested to building stronger relationships with prospects to close deals.



# 30 hours

Saved each month  
looking for content