



## Increases sales productivity using content that finds their sellers

*Located in Cupertino, CA with 46,000+ employees, Seagate Technology creates precision-engineered data storage technologies.*

### The Challenge

Seagate's sales enablement team was two members strong, serving a group of 700 combined sales and cross-functional sales users located in offices around the globe. The pure volume of sales content and processes needed to support Seagate's growing sales program resulted in content spread out across multiple repositories and local drives. There was no real insight into which content was performing the best with prospects. Marketing didn't know how to prioritize which pieces to update or where there were gaps in content that sales needed.

### The Solution

By adopting Seismic and integrating with Salesforce, Seagate is making smarter business decisions on what to do next with their content. Using LiveInsights analytics, the team can see which personas are responding to different pieces of content including when they're engaging and how many times they come back to the content.

### The Impact

Today, marketing uses these engagement metrics to prioritize their content updates, which has led to sales using six times more content than before Seismic.



**6x**

More content being used by sellers in 6 months