

Customer stories

Integrations and gamification drive enablement at Rackspace



Company facts



Company HQ
Windcrest, TX



Employees
6,000+



Revenue
\$2B



Industry
Cloud computing



Seismic Integrations
Salesforce CRM, Slack, Outlook, SharePoint, Kapost, Salesforce Communities

The challenge

In just over 20 years, Rackspace evolved from garage startup to a global corporation with a booming portfolio of security services along with 500 sellers and 2,500 channel partners in the US alone. With that growth and maturity came new challenges: how to manage and train sellers and partners with consistent messaging across their sales ecosystem. To keep up with ambitious growth goals, their teams invested in marketing tools and shuffled sales teams in and out of various enablement platforms, struggling to gain adoption and understand what was resonating with buyers. They were looking to eliminate the manual process of updating content across platforms and were unsure about what resources their channel audience found most valuable.

The solution

By integrating and consolidating their technologies in one spot, Rackspace utilizes Seismic as their single-source-of-truth for their sellers and partners. In less than 6 months, they've integrated with Salesforce, Slack, Outlook, SharePoint, NewsCred, and Kapost; integrations that have proved vital for adoption since they're meeting their sellers and partners where they already are. More recently, by leveraging Seismic's APIs, Rackspace uses Salesforce Communities to train and onboard their partners. By overlaying gamification, partners earn points for various activities such as engaging with content, watching a training or onboarding video, or registering a lead.



"We needed a world-class enablement platform to create one unified system for both partners and direct sellers. Seismic checked all our boxes: market leader, robust integration capabilities, and the features and tools we required to succeed."



Bryan Murphy
Sales Enablement Lead
Rackspace

The impact

Through automating and streamlining content creation and syndication, Rackspace has mastered delivering the right message to their partners and sellers — enabling them as one team. With robust integrations working behind the scenes, their time is freed up to focus on value-added activities like training and harnessing content analytics to make data-driven decisions to fuel their go-to-market strategy.

Powered by **gamification**, Rackspace can measure channel sales as well as net new leads from specific portfolio and product sets with a higher point value and measure against pipeline trend.



80%

Adoption



2700

Pieces of collateral
under management