



Seismic Allows TIBCO to Quantify and Maximize the Value of Sales Content

INDUSTRY
Technology

EMPLOYEES
3,856

HEADQUARTERS
Palo Alto, CA

INTEGRATIONS
G Suite, Salesforce

Challenge

How to apply analytic insights to content marketing

For years, TIBCO relied on a traditional portal to house its sales and marketing materials repository, forcing sellers to spend hours of their day searching for content. Additionally, much of the content was dated, unidentifiable, and unmanageable. TIBCO's sales and marketing leadership team did not have an analytic view into how content was being used, if it was hitting the target, and how it was being consumed.

Solution

Better targeted, intelligently managed content drives sales efficiencies with Seismic

TIBCO required a modern approach to sales enablement and turned to Seismic to provide sellers with targeted content. By integrating with G Suite and Salesforce, and relying on the Seismic mobile app, sellers are targeted with highly relevant content -- no matter where they are. Seismic's powerful analytics capabilities helped TIBCO identify and remove redundant and ineffective content -- trimming its content library by nearly 15%.

Results

Content-influenced revenue: enabling TIBCO to understand and maximize the impact of sales content

In the seven months since rollout, Seismic has become the unequivocal platform of record across TIBCO. Now, TIBCO sellers are able to be more efficient with their time while TIBCO's marketing team has insight into what content quota carriers used in the opportunity process and are able to tie those metrics back to revenue. The top 25% of Seismic users are within the top-tier of TIBCO sellers.

45 minutes

Estimated time savings per seller per day

85%

Global seller adoption within first six months of rollout



"Seismic enables TIBCO to realize the value of content analytics in ways it could never do before. We have coined a new phrase in my team: content-influenced revenue. With Seismic, I can now analytically see what content, quota carriers used in the opportunity process and I can tie the influence of that content to deals closed. That's a metric no one has ever been able to quantify before at TIBCO."



Fred Studer
CMO, TIBCO