CISCO ACHIEVES SALES PRODUCTIVITY GAINS WITH THE ATTIVIO PLATFORM

Which products should I recommend to this customer?

Cisco and partner sales teams were spending **15-25% of their time** searching for relevant content to move deals forward. With Attivio, they are now saving millions of dollars in unproductive sales time.

THE CUSTOMER

As the worldwide leader in networking products and solutions, Cisco (NASDAQ: CSCO) has transformed how people around the world connect, communicate, and collaborate. Cisco develops, manufactures, and sells networking hardware, telecommunications equipment, and other high-technology services and products.

THE CHALLENGE

Cisco strives to have productive, efficient sales representatives to drive top line revenue growth. Cisco has a large product line, and their sales teams had to search for content such as data sheets, technical white papers, and marketing brochures in multiple systems. This situation made finding relevant, up-to-date, content very difficult for the team, leading them to spend 15-25% of their time searching for material instead of conducting value-added sales activities. **In total, unproductive sales time cost Cisco and its partners millions of dollars per year.**

THE SOLUTION

Given Cisco's salesforce is global, fast-moving, and roughly 80,000 in number, the company decided to develop an application with a dynamic user experience for smartphones and tablets called SalesConnect. The goal of the app is to immediately provide sales teams with the best information to aid them during all stages of the sales process through a highly contextual experience.

- **Intelligent Search:** Empowers sellers to retrieve all relevant information on a topic, whether through conventional search, discovery or through voice-enabled search powered by Nuance
- **Featured Content:** Provides sellers with content related to key products and messages that Cisco would like to highlight
- **Personalized Content:** Pulls in CRM feeds to recommend relevant content to sales teams based on customers, product portfolio, territory, behaviors, etc.
- **Dynamic Content:** Bundles (automatically or manually) all relevant to Cisco sales information related to a particularly compelling topic (i.e., cloud computing) to create global sales kits

THE OUTCOME

SalesConnect has become a single source of truth for sales enablement content across departments, source systems, and product lines, and has driven significant sales productivity gains. Both internal and partner sales teams work smarter and more proactively with access to personalized information through a simplified, intuitive experience.