



Synchronizing up to 1000 iPads with One Click at BASF

CASE STUDY



“ Showpad provided an easy-to-use solution with an intuitive, user-friendly interface. ”





Case Study

Synchronizing up to 1000 iPads with one click at BASF



ABOUT BASF

Headquartered in Germany, BASF is the largest chemical producer in the world. The company has customers in more than 200 countries and a global headcount of 112,000 employees. Its agricultural solutions division is a leader in crop protection, providing innovative products for the control of weeds, fungal diseases and insects.

CHALLENGES

Before implementing Showpad, the BASF sales team used print assets when visiting and communicating with customers. These brochures, data sheets, sales sheets, etc. were updated yearly as needed, and often became out-of-date before they were republished. In addition, the production and distribution of these assets was a time consuming and expensive process.

BASF needed a more efficient and effective process to educate its reps, customers and other stakeholders about their products. The areas that needed to be addressed were:

1. Central management and distribution of content

The BASF sales team used a variety of content types and custom web applications. To empower them in the field, the company wanted a solution that could manage and distribute all of its assets from a central location.

2. Regulatory compliance

The sale of agricultural chemicals is highly regulated. When communicating with customers, BASF needed to make sure its representatives were working with accurate and up-to-date information. It also needed to quickly distribute any updated content to ensure reps stayed within compliance.

3. Content usage tracking and follow-up

The BASF marketing team wanted to optimize their content creation efforts, but lacked the ability to see what assets were being successfully used in the field. They needed a solution that could track and report of content usage to direct their efforts accordingly.

4. An easy to use iPad application

Many reps in BASF's large salesforce had never used an iPad before. To ensure they would quickly adopt the new tool, the company needed an intuitive, easy-to-use solution.

About BASF

- www.basf.com
- Chemicals

Goals

- Provide an easy way for marketing to communicate the latest content to the sales team
- Implement an easy solution for sales reps to access content quickly
- Improve customer experience during sales presentations

Approach

- One stop solution with everything sales reps need to sell smarter, and close more deals

Results

- One solution to upload and organize content
- A dynamic approach to presenting comprehensive content and engage customers
- Enable sales reps to find the right solutions within seconds

RESULTS

BASF began a pilot Showpad program for its Canadian BASF Crop Protection team. After the initial program proved a success, BASF implemented the Showpad platform across its Canadian marketing, technical development and sales teams. It was implemented as follows:

- All relevant sales and product content was consolidated and organized on the Showpad platform.
- Separate Showpad divisions were created for the Eastern and Western Canadian sales regions. Each took into account the needs of English and French speakers, with different designs and appropriate content.
- Users were given access to content that was customized for their sales presentations.
- BASF's digital agency created several web application that could be accessed via Showpad.
- BASF used Showpad to ensure that proprietary or confidential documents could not be shared, annotated or otherwise edited, providing a high degree of security.

Date Founded

- 1865

Location

- HQ: Ludwigshafen, Germany
- Global presence

Industry

- Chemical

Employees

- 113,000+

ABOUT SHOWPAD

Showpad delivers the world's most powerful content activation platform — one that makes your content incredibly easy to find, present, share and measure. Showpad empowers businesses to deliver their content to the right audience at the right time with the most intuitive and robust content platform. With Showpad, sales and marketing teams work better together to engage with audiences, advance conversations, inspire loyalty and accelerate your business. The Showpad platform can be deployed quickly and scales for any company.