

NetMotion supports its mobile, global salesforce with Showpad

About NetMotion

NetMotion Software (“NetMotion”) is mobile performance management software that accelerates, optimizes and secures all traffic to mobile devices across any network, application or operating system. NetMotion empowers IT with the tools to deliver an unparalleled mobile user experience, increase operational efficiency and end-user productivity.

Challenges

NetMotion supports a mobile sales force and channel partners throughout the world. To share content internally, the company used Sharepoint. But this content management platform caused several problems:

- Marketers couldn’t tell which content was being used by salespeople, or if it was effective
- Marketers had no control over their marketing content and salespeople regularly used content that was outdated and off message
- Salespeople constantly sent emails to the marketing team requesting marketing materials, or asking if updated versions were available

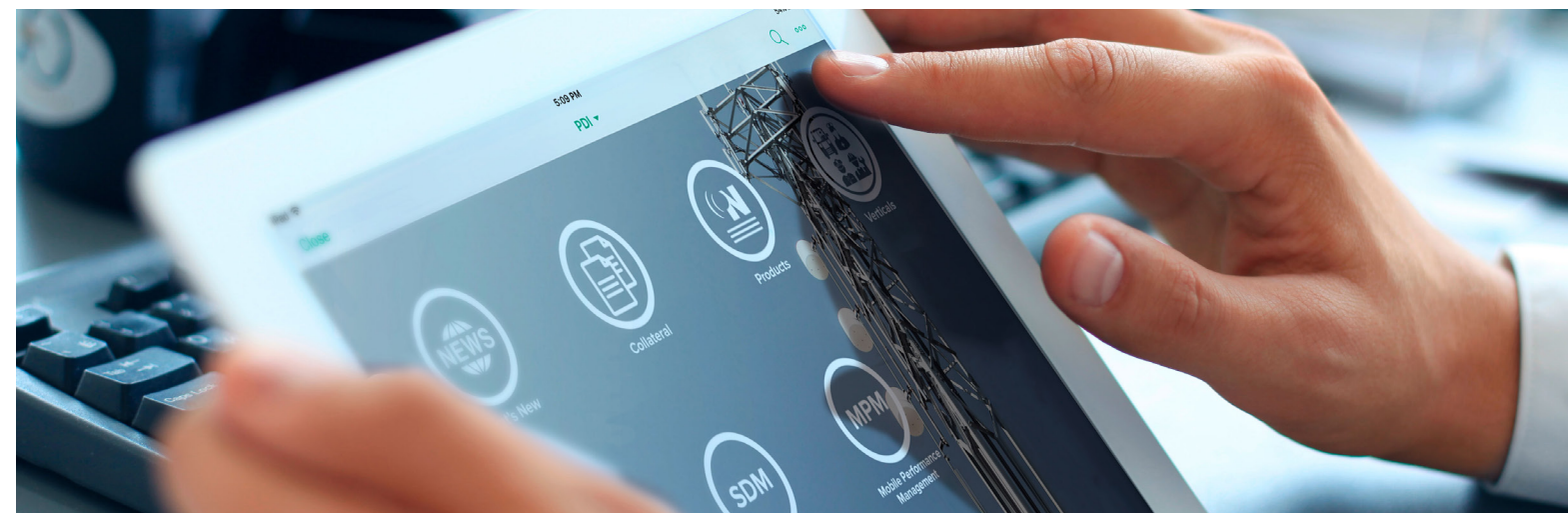
To easily find updated content, the sales team started pulling it from the website. However this was not a complete set of what they need to get their jobs done and they still had to email marketing to get supplemental material.

To fix these issues, NetMotion evaluated potential marketing and sales enablement solutions based on the following business requirements:

- Ease of use for administrators and end users
- Centralized support for a global and mobile sales team
- Full Salesforce.com integration
- Capacity to track and document sales activity
- Ability to host and organize content securely in the cloud

NETMOTION®

- **HQ** Seattle, WA, USA
- **Founded** 2001
- **Industry** Computer Software
- **Employees** 51-200





Solution: Showpad

One of NetMotion's partners is a Showpad customer, and recommended the solution. Within minutes of exploring Showpad, NetMotion realized that it was the ideal solution for all of its challenges.

Implementing Showpad took only two weeks. NetMotion worked closely with Showpad's customer success team to create practical paths that allow reps to easily access the content they need (e.g. by vertical or collateral type), and to customize the platform with relevant icons.

The implementation coincided with NetMotion's rebranding, which gave the company the perfect opportunity to conduct a full content audit. NetMotion decided which pieces should go into Showpad, and which should be reworked or discarded because they were outdated, off-message or non-compliant.

To train the sales team on how to use Showpad, NetMotion created a separate Showpad channel with customized videos covering key topics, such as analytics, navigation, and walk-throughs. To save time, many of these videos were repurposed from recorded web meetings that NetMotion had with Showpad's customer success team prior to roll-out.

Currently, NetMotion is using Showpad to:

- Enable sales teams to access content from any device — online or offline
- Track what marketing content sales reps are accessing and downloading, enabling the marketing team to identify the value and ROI of their content
- Create an internal information channel to store and organize marketing content that shouldn't be shared outside the company, such as win sheets or competitive intelligence
- Gather and share the most relevant content for a specific prospect within a branded collection
- Show media-rich presentations on tablets

- Support marketing and sales teams at trade shows and events by making it easy to collect prospect information in real-time, and to walk prospects through demos or email content
- Support the global sales force by uploading multi-lingual content to the relevant user divisions within Showpad
- Create a separate Showpad channel with customized look and feel for system engineers who need access to highly technical content



RESULTS

Thanks to Showpad, NetMotion has significantly:

- Reduced the need to create costly printed material — now everything is digital and available on-demand
- Improved marketing content access and usage — sales reps and channel partners can easily find what they need, without asking for help from the marketing team
- Enhanced the company's image as a professional mobile provider when meeting prospects in the field

“Showpad is very robust and brings our sales and marketing teams together.”

Lauren Clauss
Global Field Marketing, Netmotion

