



Optiv Makes It Easier to Provide Relevant and Up-to-Date Insights to Clients with Showpad

CASE STUDY

 OPTIV

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Optiv is the largest comprehensive pure-play cyber security solutions provider. Optiv offers a full range of products, services and solutions to help organizations define their cyber security strategy, identify threats and risks, deploy the right technologies and ensure operational readiness to enable their businesses.

COMPLEX PRODUCT COMPLEX CONVERSATIONS

The Optiv sales portfolio is comprised of a wide range of security products and services, represented by thousands of pieces of collateral. Account managers were struggling to efficiently locate specific content and it was difficult to stay up-to-date on relevant solutions. The cyber security landscape changes daily with new threats, vulnerabilities, exploits, and compliance regulations, and there are consistently new and emerging technologies and solutions that address client needs for their information security program.

Optiv needed a solution to simplify the lives of its sales force. First, the company needed to ensure that its sales team could quickly access relevant information covering a wide variety of solutions. This required a more organized content management and delivery system. Second, Optiv required a solution that would quickly on-board and educate new hires, and guide account managers through the intricate solution-decision process in real-time. In order to ensure continuous sales growth for the company, the account manager's education process needed to be as efficient as possible.

Russell Wurth, Optiv's Vice President of Solutions Management explains the situation, "There are so many options in cyber security that our clients are overwhelmed. They turn to us as advisors to help them plan, build and run their cyber security programs. We needed a sales enablement platform that would enable our account managers with the latest information to provide insight and value to our clients."

About

- www.optiv.com
- Cyber Security

Goals

- Provide the sales team with immediate access to all content
- Reduce on-boarding time of new sales reps
- Simplify presentations around complex solutions

Approach

- Mobile-first sales enablement strategy
- Guided selling experience

Results

- Guided experience for both sales reps and customers
- Increase sales rates for products presented in Showpad
- Most relevant information identified in 5 clicks or less
- Enhanced relationships with clients as well as internal marketing and sales enablement teams

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SHOWPAD: A GUIDED EXPERIENCE

Showpad presented itself as the perfect solution. With Showpad, Optiv could organize its massive library of content in one centralized platform accessible by hundreds of users across North America. By providing HTML5 tools within Showpad, the content is made more accessible. These tools guide account managers through a dialog with clients to help determine the most fitting options for that client's unique environment. With this guided and dynamic experience, account managers can now focus more on the clients and their specific needs, and spend less time downloading and managing presentations, data sheets, and white papers.

In partnering with Showpad, Optiv experienced an increase in client engagement, enabling more successful sales conversations. As a point of reference, Optiv has more than 90 partners represented in the Showpad platform, integrated into the HTML5 interactive "Sales Playbook", with approximately 100 MB of content that is added or updated weekly. According to Russell Wurth, "We can clearly see that the products, services and solutions we have fully represented in Showpad are selling at a much higher rate than those that only have content in a partner portal or are shared via email."

ENHANCING EVERY RELATIONSHIP

With Showpad, Optiv has further improved its client relationships, and established itself as the trusted, premier provider of cyber security solutions. Russell Wurth explained, "With Showpad, we are keeping our sales team informed on the latest solutions and insights towards identifying client needs and highlighting our value—all in one innovative user experience. Our guiding principle with Showpad is to have information accessible in 5 clicks or less, whether we are starting on a problem, threat, technology, concept or hot topic." Showpad's robust platform makes it easy for marketing and sales enablement departments to provide innovative solutions to field sales.

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Date founded

2015 (Merger of Accuvant & FishNet Security)

Location

Global presence, HQ: Denver, Colorado, USA

Industry

Cyber Security

Gross Revenue

2014 Accuvant: \$734 Million

2014 FishNet: \$779 Million