




## Roland Drives Sales Productivity with Showpad

CASE STUDY

 **Roland**



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team...strengthen the Roland brand,  
streamline our processes and improve  
our productivity.*



## Case Study

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### ABOUT ROLAND

Founded in 1972 as a small Japanese start-up, Roland Corporation is now a world leader in the design, manufacture and distribution of electronic musical instruments such as keyboards, synthesizers, electronic drum kits, digital recording equipment and more. Throughout its history, the company has been at the forefront of musical technology, introducing the Musical Instrument Digital Interface (MIDI), the electronic piano, the electronic drum kit, amongst many others.

With over 3,000 employees and 500+ available products, Roland is represented in virtually every country around the world. In 2014, the company was bought out by Taiyo Pacific Partners. It went through a massive restructuring effort, centralizing many of the organization's business units, reducing redundant resources and improving its overall efficiency.

### LIFE BEFORE SHOWPAD

"The company has changed significantly since the acquisition," says Tim Walter, European Sales and Operations Director at Roland. "Just three years ago, there were eight or nine Roland subsidiaries in Europe alone. Each was responsible for their own sales and marketing efforts, resulting in a lot of inefficiencies and duplication of effort."

"Sales and marketing responsibilities in Europe are now centralized," he adds. "My sales team's primary focus has been on strengthening the Roland brand, streamlining our processes and improving our productivity from a sales perspective. This is where Showpad came in."

Shortly after iPads were introduced, Roland recognized the benefits it could receive by implementing them throughout its field sales organization. However, using the devices effectively proved elusive. The company's marketing organization had no easy way to update devices with new content, understand how assets were being used, or share insights with sales management on how they affected sales rep productivity.

"We have so many people in sales that we wanted insight into what they were doing and to ensure that we were supporting them with a consistent message across Europe," explains Tim. "Without this, we couldn't analyze what was happening in the field."

### About Roland

- [www.roland.com](http://www.roland.com)
- Distributor, manufacturer and designer of digital musical instruments

### 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

## INTRODUCTION TO SHOWPAD

“Before looking at Showpad, we considered several solutions including developing a homegrown model,” says Tim. “Our US sales team was already using Showpad and recommended we take a look. As soon as we saw it, we knew very quickly that it was the platform we wanted to use.”

However, the process of getting started with Showpad was delayed internally. The Roland European IT team had already begun working on an in-house solution to manage content assets. But both the sales and marketing teams were dissatisfied with its performance as the tool could not scale efficiently, and kept looking at Showpad as a better alternative.

“We could have saved ourselves considerable time if we had gone with Showpad initially,” explains Tim. “However, once the decision was made, the whole deployment process was very quick. We planned our initial approach to select a few sales reps to pilot Showpad across Europe, but Showpad was so easy to use that it wasn’t necessary.”

## THE SHOWPAD EXPERIENCE

“We needed to be able to speak and act with one voice for both sales and marketing,” Tim explains. “If you look back a few years ago, there were eight or nine business units doing different things in very different ways. Now we can act as one Roland unit in Europe. We are in a good place at the moment, and the business reflects the positive changes being made. Showpad has helped with that.”

One of Roland’s key objectives has been around increasing sales productivity. “Part of the reason we were attracted to Showpad was because of its reporting and analytics features,” he says. “Once a sales rep has logged an activity, Showpad automatically sends a report to sales management. If they can see the backend engagement levels, they can analyze what the reps are doing every day. This gives them insight into who is accessing what content, where and when, and there is nowhere to hide. Showpad is like a one stop shop for all of our sales activity.”

“We use these metrics to see if we’re being more effective. The measurements come from significant sales growth which I put down to more productivity,” Tim adds. “We are doing a better job when we’re presenting our products; and we’re presenting them more clearly.”

### Date Founded

- 1972

### Location

- HQ: Japan
- Global presence

### Industry

- Digital Musical Instruments

“ We could have saved ourselves considerable time if we had gone with Showpad initially. ”

■ Tim Walter - European Sales Director, Roland



Aligning sales and marketing efforts with Showpad has also been highly successful. “We are getting a lot more stuff done quickly. It used to take forever to share communications. Now with the announcements feature, we can tell sales about our latest assets and initiatives almost immediately.”

## MOVING FORWARD WITH SHOWPAD

Going forward, Roland will be using Showpad to provide ongoing training to its sales team. “We recently did a training session where we walked people through some of the ways they could use Showpad and almost all are now using it,” Tim explains. “Later this summer, we are introducing a sales academy. This will become the essential tool behind our training program. We plan on releasing it during our next annual sales kickoff where we’ll have 130-140 people going through various product and sales training classes.”

“Things are moving so fast for us in terms of transition. Showpad gives us the ability to communicate and share so much, more quickly than ever before,” Tim concludes. “It’s a massive step forward. Showpad just ticks every single box for making things happen.”

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■ Tim Walter - European Sales Director, Roland

## 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.