Showpad helps Aurora's international sales team increase active selling time

About Aurora

Established in 1999, The Aurora Group ("Aurora") is an international, vertically integrated LED lighting organization that offers services from manufacturing to project delivery under the Aurora and Enlite brands, and focuses on five verticals: residential, hospitality, retail, commercial and industrial. To date, the organization's rapid growth has led to sales of more than $1B (US).


About Aurora
- **HQ** Clearwater, FL, USA
- **Founded** 1999
- **Industry** Electrical/ Electronic Manufacturing
- **Employees** 500–1000

Challenges

To support its international sales teams and drive continued growth, Aurora's leadership identified key sales and marketing enablement obstacles, including:

- Sales reps and strategic partners did not always have correct, updated content and data (e.g. price lists).
- Accessing content was difficult and inconvenient for all stakeholders: internal users, customers and external partners.
- It was a burden and time consuming to deliver, distribute, organize, and manage a growing multi-lingual portfolio of digital assets and product literature.

- The organization wanted to reduce its printing costs and paper waste.
- It was tedious and inefficient to consolidate content for each trade show, exhibit, presentation, etc.
- Sales reps lacked a streamlined and slick presentation tool for shows, interactive showrooms and meetings.
- Sales reps were struggling to haul heavy, bulky briefcases full of content -- especially when attending exhibits and trade shows around the world.
- It was difficult to securely distribute and manage sensitive information, such as price lists and executive-only information.
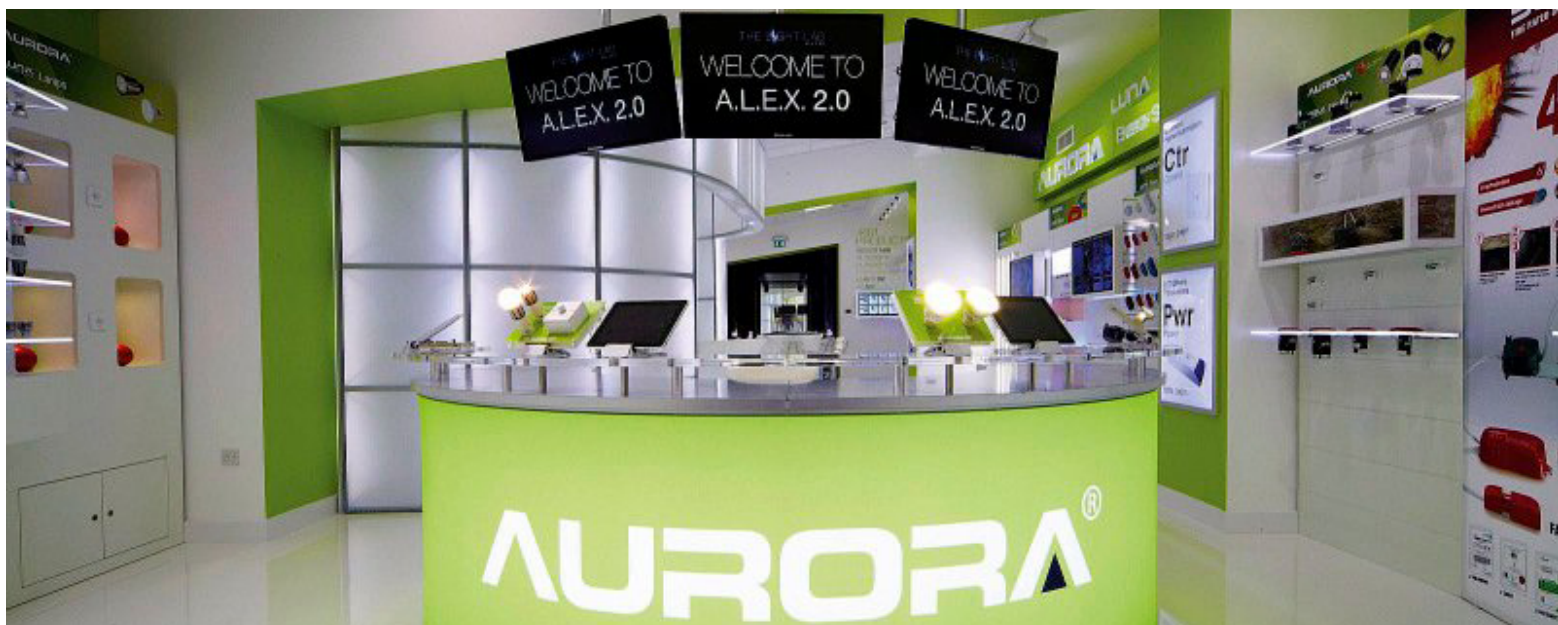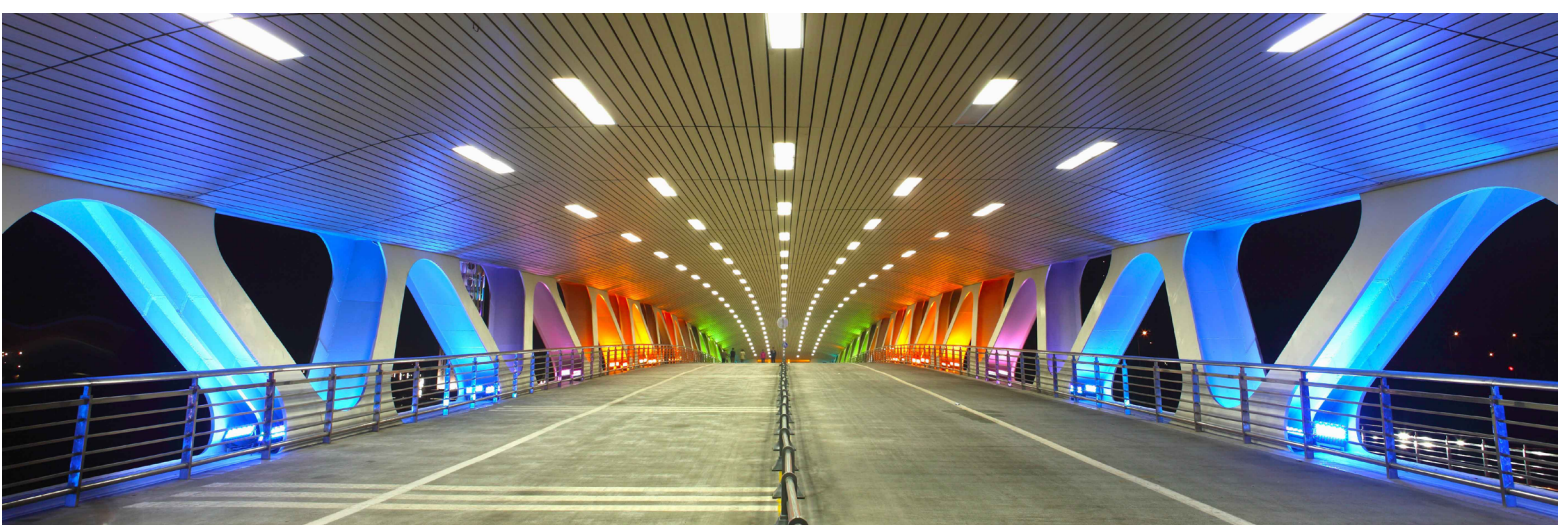
Solution: Showpad

To overcome these obstacles, Aurora explored several tools and platforms. Most of these were rejected because they did not offer the ease-of-use, security, features and functionality that the organization required. However, one solution stood out because it clearly delivered all requirements on every level: Showpad.

After subscribing to a Showpad Professional Account, Aurora equipped team members from different departments with Showpad-installed tablets, and created custom content profiles to support various user groups across multiple countries. Implementation was streamlined, orientation was enthusiastic, and widespread adoption was rapid.

Since integrating Showpad into its global environment, all of Aurora's targeted user groups are reaping significant benefits. Specifically:

- Sales reps use Showpad to access up-to-date content and price lists, and deliver impressive presentations to resellers and customers. This has increased active selling time as content is always available via an organized cloud-based repository, and it has led to more content being shared than in the past. Plus, sales reps no longer haul around heavy briefcases, since everything they need is at their fingertips. Showpad's offline mode is also a major advantage at trade shows, and for retail displays when Wifi access is unavailable, costly or insufficient (i.e. slow bandwidth, intermittent disconnects, etc.).
- Marketing teams use Showpad to centrally-control content distribution to internal users and sales reps, including Aurora's regularly-updated corporate show reel and various other videos. In addition, marketing teams use Showpad's powerful security settings to ensure that the right information is available to authorized users (i.e. corporate content such as reports and budgets are only available to executives,

while general information is publicly available). Marketing teams also take advantage of Showpad's customization and branding features to keep the platform in alignment with Aurora's brand.

- Sales directors use Showpad to glean insight into which pieces of content are effectively being used in the field. They also use Showpad's lead/contact capturing functionality, and integrate the data with their CRM platform to usher opportunities forward and shorten sales cycles.
- Executives use Showpad to cultivate key relationships and negotiate strategic partnerships.
- Product managers use Showpad to distribute approved, compliant, and up-to-date documentation to internal users.

RESULTS

Since choosing Showpad as their sales and marketing enablement solution, Aurora continues to enjoy significantly positive results, including:

- Increased mobility of its international sales force
- Major reduction in print costs and paper waste
- Central control of content access and distribution
- Improved content visibility and availability
- Improved effectiveness and efficiency at trade shows and exhibits