



We solve everyday content problems so you can spend more time helping solve patients' problems.

*Seismic allows your team to surface the right content, for the right person at the right time – because in the medical device space, **every conversation counts**.*



In today's environment of strict regulation and reduction in spending for healthcare, life sciences companies are under pressure to reduce operational costs, increase efficiency and provide greater value to the system—and sales enablement is a crucial component to achieving all of the above.

## WHY DOES SALES ENABLEMENT MATTER?

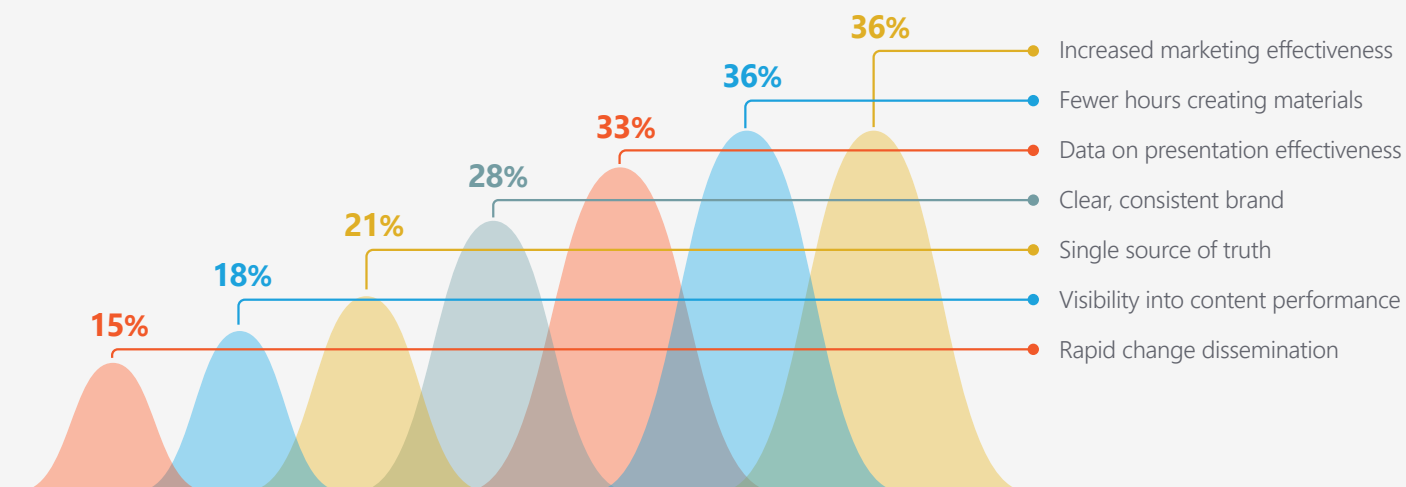
Reps are always preparing for what's next – whether it's a sales call, a product training or an upcoming case. Depending on the day, you can find them working from two to three different mobile devices. Add to that multiple product lines, various regions and thousands of pieces of collateral to choose from, finding time to search for and prepare the perfect piece of content for each physician is a challenge.

Marketing not only needs to measure the performance of those thousands of pieces of collateral, but they need to collaborate with Regulatory to ensure their compliance, too.

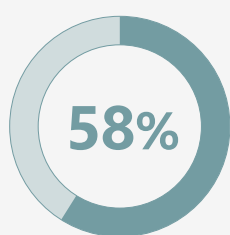
## BUSINESS BENEFITS OF SALES ENABLEMENT

Using Seismic, reps are able to present personalized content at both a regional and business unit level - all on any mobile device. With ultimate version control and an extensive analytics dashboard, marketing is able to keep sales compliant and on-message while constantly measuring the performance of every engagement.

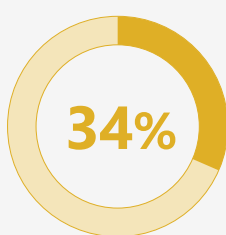
*Most Important Benefits of Sales Enablement*



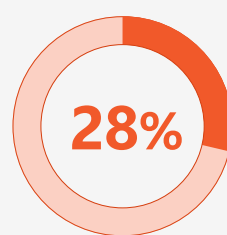
*Improvements Experienced with Sales Enablement*



Improved sales access to content



Reduced search time for content



Increased win rates

## CASE STUDY

Illumina, a global biotechnology company, provides a large variety of complex genetic testing products to a number of life science and government verticals. Due to the volume and range of content assets, the sales team and support teams were struggling to find the most relevant and up-to-date information, messaging, and content for every product, market, and sales/customer stage.

With Seismic, Illumina is now able to support its new sales methodology and enable its global sales and support teams to find, distribute, and track the perfect pieces of content in every situation. In every prospect and customer engagement, reps are served contextually relevant content based on the situation's attributes directly through Salesforce.com. Illumina's reps can dynamically customize and assemble content when necessary with Seismic's LiveDocs® technology, distribute it with Seismic's LiveSend capabilities, and measure engagement with the platform's analytics dashboard.



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