A New Perspective on Sales Content Management
Welcome

Content management technology is catching up with the needs of today’s mobile sales force. This could not come at a more critical time. Buyers are self-educated, products and services are increasingly complex, and sellers need all the support they can get to stay competitive. Yesterday’s content repositories – filled with mountains of undifferentiated content – are inadequate to drive revenue in this environment.

This report contains Gartner’s first-ever market guide about digital content management for sales. Gartner recognizes, as we do, that content delivery is a hot topic across multiple industries.

After the Gartner report, we have appended key insights from SAVO, grounded in our experience as the leader in sales enablement. We have learned the requirements for delivering content in context. And we have seen the results. It is a transformative moment when companies master the art and science of delivering the right content, to the right people, at the right time.

We know that better content delivery is vital to your sales success, and the timing is ripe for Gartner to shine a spotlight on the issue. Content delivery is a lynchpin of your overall sales enablement strategy, and an excellent place to start making changes that will power significant business gains.

Jason Liu
CEO, Savo Group
From the Gartner Files:

Market Guide for Digital Content Management for Sales

Content management software is used by most sales organizations to drive sales outcomes, but new solutions have emerged that focus on sales process efficiency and effectiveness. This Market Guide will help IT leaders better understand the market for sales content management for sales professionals.

Key Findings

• Applications in this market are usually purchased by sales leaders, and to a lesser extent marketing departments, because they provide the sales process integration that is not offered by enterprise file sync and share (EFSS) solutions and because traditional enterprise content management solutions do not have the functionality that sales users need.

• Because of improvements in recommendation engines, usage analytics and mobile, digital content management solutions for sales are relevant options for many B2B and B2C companies.

• Many solutions provide content usage analytics that monitor consumption of collateral by internal users and external customers; some solutions even track consumption by discrete content page or content element.

Recommendations

IT leaders supporting sales:

• Evaluate digital content management systems for sales if your incumbent SFA system does not offer all of the capabilities detailed here, even if it means that the enterprise already uses other enterprise content management or EFSS solutions.

• Select solutions that embed content processes, such as content recommendations and content delivery to external recipients, into the SFA system.

• Favor solutions with robust usage monitoring analytics to determine the effectiveness of each sales content document.

Market Definition

This document was revised on 2 July 2015. The document you are viewing is the corrected version. For more information, see the Corrections page on gartner.com.

Digital sales content management applications encompass repositories, authoring tools, collaborative environments and interfaces for publishing, versioning, and presenting collateral to help salespeople efficiently develop and close business.

To be included in this market, vendors must provide at least two of these high-level capabilities:

• Content repository management
• Content development
• Content delivery
• Content usage analytics
• Sales process integration

These applications are not the same as enterprise content management (ECM) systems. Emphasizing content delivery and sales process integration capacities over storage and retention, these applications are marketed and sold as add-ons to sales force automation (SFA) systems. Some SFA vendors have effective content management solutions, but they offer less functionality than the ECM vendors.

Some vendors have labeled this market as “sales acceleration” or “sales enablement.” Gartner does not use the former term because it is ambiguous and fails to describe the category’s functional capabilities. Gartner does recognize the term “sales enablement,” but uses it to describe the entire, combined set of process, content, training and tools/technologies that companies use to drive sales outcomes. Digital content management for sales is just one of the solutions that meets Gartner’s market definition.
**Market Direction**

This is a rapidly maturing marketplace. Whether using an SFA vendor’s native capabilities or using a point solution, enterprises have adopted these efficiency tools to improve delivery of sales collateral to salespeople or to improve engagement with prospects and clients. At the same time, technologies have matured to offer more-intuitive solutions delivered as SaaS with richer feature sets for presentation building, proposal generation, collaboration, portal development and content distribution.

This market exists because there are many industries, namely pharmaceuticals, high-tech and financial services that drive sales outcomes with sales collateral. Sales leaders require solutions that bring sales content directly into the opportunity management process, offering next-best collateral recommendations. Content owners need to track the use of electronic sales aids during sales presentations to measure effectiveness and to meet regulatory requirements. ECM systems are good for this latter requirement; however, they do not offer the level of process integration or usage analytics to meet the needs of sales leaders and content managers.

Gartner has seen some vendors position their solutions as replacements for sales training and onboarding systems. While this is a plausible use for these applications, and the market may indeed move in this direction, it is early to say. Gartner has spoken with few companies that have taken this step.

Gartner estimates that $297.5 million was spent on digital sales content management systems in 2014, making it a meaningful part of the $5.9 billion in CRM for sales marketplace. Much of this total is composed of content management systems provided by SFA vendors themselves. A recent Gartner survey found that 42% of SFA clients use the content systems provided by their SFA systems. The remainder of the market is spread over more than 24 independent vendors. Therefore, Gartner finds that the market is far from monolithic, dominated solely by the SFA vendors.

**Market Analysis**

Some of the solutions are specifically designed to accommodate more-complex sales processes, such as multiproduct software deals, while others are geared toward sales representatives in particular industries, especially those with heavy regulatory compliance requirements such as financial services and pharmaceuticals. Some of the solutions have more of an external focus (to get the right content to the right client at the right point during their buying journey), while others have more of an internal focus, for onboarding or internal enablement. Gartner finds that clients rarely evaluate more than four or five vendors (and sometimes less) because there aren’t many more that meet their specific needs.

Many solutions in this space provide strong content repository functions like versioning, workflow, search and relevancy indicators. The leading solutions provide a dedicated mobile application, where sales presentations can be accessed, shared and emailed to contacts and leads. Other solutions offer deep integration into sales processes and SFA applications. Several solutions have usage and adoption metrics, so that managers can determine how collateral pieces affected sales cycles.

Some solutions are built upon HTML5, which means that the applications are fully optimized for tablets and can be used for data collection, like credit applications. Tablets and smartphones are excellent delivery mechanisms for presenting on-the-spot content or reviewing content when selling, which is critical for more-complex sales processes requiring face-to-face meetings. Social media also impacts sales content when enterprises consider what is posted there about their companies and entered into a content repository reflecting reviews, comments or referrals.

While most of the solutions in this market provide some basic functionality across each of the key categories, they will provide different capabilities within those categories depending upon their target markets and use cases. Functionality may include:

- Content repository:
  - Native repository functions like check-in/check-out, versioning and editing workflow
  - Search on keywords, tags and deep-text values
  - Integration with EFSS (Box, Dropbox, Google Drive, etc.)
  - Content preview and offline access
• Content development:
  • Creation functions: PowerPoint and non-PowerPoint, document editing, vocal annotation
  • HTML5 Editor

• Content delivery
  • Virtual presentations via Web conferencing, presentation sharing and co-browsing
  • Virtual delivery via mobile apps, email templates, download links, and microsites
  • Internal and external communities and portals
  • Mobile meeting management

• Content analytics:
  • Content usage analytics: User- and team-level reporting
  • Content usage analytics by clients and end users
  • Alerts and usage monitoring feeds
  • Predictive analytics

• Sales process integration:
  • Object-level integration with SFA providers like Salesforce and Microsoft Dynamics CRM
  • Integration with SFA processes, like opportunity and activity management, for guided selling, next-best actions, and sales playbooks
  • Social collaboration
  • Content recommendations

Pricing models and pricing levels vary considerably. Some SaaS vendors, like Brainshark and ClearSlide, have freemium offerings but charge $700 to $800 per user per year for their comprehensive, full-functionality products. Other companies, like KnowledgeTree and Prolifiq, have an annual subscription license model, but price their services based on the customer’s total number of users, anticipated data storage needs and number of integration connections. Pricing for these services range from $20,000 to $50,000 per year.

Representative Vendors
The vendors listed in this Market Guide do not imply an exhaustive list. This section is intended to provide more understanding of the market and its offerings.

Representative Vendors of Digital Content Management for Sales Software

airSpring Software
www.airspringsoftware.com

Product: airSpring Platform

Capabilities: Content repository, content development, content delivery, content analytics, sales process integration.

The company offers a digital content management system that applies to B2B as well as business to consumer (B2C) sales organizations that rely on personal, one-on-one meetings to drive sales outcomes. Gartner notes that airSpring, being a relatively new company, completed just its second product release in 2Q15. Its roadmap offers additional functionality that will bring the company closer to the leading solutions in the market.

The platform provides a suitable set of sales content management capabilities, covering repository, development and monitoring management. Sales representatives can quickly build and present customized, personalized presentations using a custom application running on their tablets. Content managers can track content usage metrics and can accept/reject document change requests submitted by others. It offers native integration with Salesforce and Microsoft Dynamics CRM.

The company’s primary value proposition is its platform-based approach. Built on an HTML5 UI and a JavaScript business logic layer, airSpring clients can extend default functionality with customizations. This means that users can build custom processes, such as data entry forms, a feature not common to all vendors. The standard functionality is relevant to financial services, where it is important to capture prospect details while in
the midst of a sales presentation. The solution also componentizes content elements, storing them as data objects, which enables rapid reuse and usage tracking. The UI supports all languages, including double-byte characters.

**Key Facts**
- Headquarters and year founded: Lexington, Kentucky, in 2012
- Customer geographies: North America, Western Europe
- Industries represented: Financial services, manufacturing, logistics, software
- Notable integrations: Salesforce, Microsoft Dynamics
- Key partners: airSpring Europe, Nirva UK, Gdoc-Lasercom
- Notable customers: MacLellan Services, Trans-i Technologies, Alinean

**bigtincan**
[www.bigtincan.com](http://www.bigtincan.com)

**Product:** bigtincan hub

**Capabilities:** Content repository, content delivery, content analytics, sales process integration

The company provides a mobile-first content solution for salespeople needing access to content from a range of devices. It serves content from its own repository, and integrates with enterprise EFSS solutions. The bigtincan hub helps salespeople find relevant content. Marketing departments can also push content to any iOS, Android or Windows mobile device and remove expired collateral. Content can be synched directly to the device so it’s accessible when the user is offline. Although some of bigtincan’s more than 400 customers use their solutions for internal sales enablement purposes, it is primarily a tool for putting content in front of prospects and customers.

The product’s relevancy is based on its ContentIQ capabilities, which uses rules and predictive algorithms to score content across different contexts — roles, geographies, sales stage and opportunities (available through integrations with Salesforce and SalesLogix, with plans for SugarCRM and Microsoft Dynamics later in 2015). The bigtincan hub leverages Lightweight Directory Access Protocol (LDAP) security groups as well as ad hoc groups. This provides document provenance for audit purposes. Social-sharing capabilities include social feeds, live video chat, rating, and subscribing. The ContentIQ feature provides real-time content metrics to record who is using what content in what context and allows for cloning of top users.

This is not the only vendor to leverage predictive analytics, but bigtincan is among the most aggressive in using it to recommend specific assets in context, or within existing assets. While it can use metatags, it isn’t reliant on them for recommendations. It can also search through those assets and make the key slides or content elements more easily discoverable.

**Key Facts**
- Headquarters and year founded: Waltham, Massachusetts, in 2011
- Customer geographies: North America, Asia/Pacific, Europe
- Industries represented: Manufacturing, financial services, high-tech, life sciences
- Notable integrations: Salesforce, hc1, SalesLogix, Google Drive, Box, Microsoft SharePoint
- Key partners: AT&T, Telefonica, Optus, KDDI, Softbank, hc1
- Notable customers: Merck, AT&T, ANZ Bank, Thermo Fisher Scientific, Hologic

**Bloomfire**
[www.bloomfire.com](http://www.bloomfire.com)

**Product:** Bloomfire

**Capabilities:** Content repository, content development, content delivery

Bloomfire is a five-year-old vendor that offers content management for internal sales and marketing users. While some of its customers use its system to deliver content externally, the majority of them use Bloomfire for internal purposes including sales enablement, customer support and onboarding. Bloomfire targets midsize-to-large enterprises and has a roster of 350 clients,
mostly in financial services and retail. Bloomfire attracts customers that have outgrown internal portals built on SharePoint that need an easier method to share content.

Bloomfire offers its own content repository, but also can access content from external systems. Content can be accessed from the Web-based application as well as any iOS or Android device. Bloomfire has an acceptable set of usage analytics. Social collaboration is a key component of the value proposition. Content can be tagged, shared and recommended, and salespeople can choose to follow certain topics or people within the system.

Because Bloomfire primarily targets internal users, the most useful content often turns out to be videos or short blog posts; however, Bloomfire also manages PowerPoint decks and digital collateral. By helping to surface the right information and the right time (with the help of “high fiving” or recommending content to others), it enables greater usage and stickiness. In the near future, the company plans to add “lenses” or sales-role-based views of content, including within Salesforce.

**Key Facts**

- Headquarters and year founded: Austin, Texas, in 2010
- Customer geographies: North America, the U.K., Australia, Scandinavia
- Industries represented: Financial services, retail
- Notable integrations: Salesforce, Box, Dropbox, Microsoft OneDrive, Google Drive, SharePoint
- Key partners: Cannon Financial Institute, OnTrack International
- Notable customers: Dun & Bradstreet, Ogilvy & Mather, Etsy, Sports Chalet

**Brainshark**

[www.brainshark.com](http://www.brainshark.com)

**Products:** Sales Accelerator, Learning Cloud

**Capabilities:** Content delivery, content development, content analytics, sales process integration

Brainshark provides solutions that work for sales process execution and sales onboarding. Brainshark is well known for its SlideShark app for viewing PowerPoint presentations on iPads. For commercial selling, Brainshark offers the Sales Accelerator solution for sales process execution, customer engagement and sales onboarding. Sales Accelerator has an object within Salesforce, and it also integrates to Salesforce account, lead and opportunity objects. In 2015, Brainshark expanded the offering, adding the SlideShark content delivery technology to Sales Accelerator’s existing content recommendation capabilities.

Content development for sales presentations and e-learning has long been a hallmark of Brainshark’s platform. Users can create and share voice-enriched presentations and videos with salespeople and prospects to drive enablement and engagement. Presentations can be displayed on the Web, sent by email or shared in social media channels. Its content portal stores Brainshark-created documents, as well as content from other systems. It also has bidirectional integration with marketing automation systems to enable visibility regarding how content performs in the context of specific leads and deals.

Brainshark’s Learning Cloud and Sales Accelerator can restrict content based on enterprise security groups (like LDAP) or ad hoc ones with the system, and workflows can be created for approving the creation of new content. Both solutions offer far-reaching analytics to track usage, including what has been viewed rather than simply clicked. Brainshark also includes visualizations, detailed viewing charts and role-based reports.

**Key Facts**

- Headquarters and year founded: Waltham, Massachusetts, in 1999
- Customer geographies: North America, with global deployments,
- Industries represented: High-tech, financial services, life sciences
- Notable integrations: Salesforce (via Force.com), Eloqua
- Key partner: Salesforce
- Notable customers: ING, American Express, Novartis, Concur, Dell
ClearSlide
www.clearslide.com

Products: ClearSlide Live Pitch, ClearSlide Email Pitch, ClearSlide Presenter

Capabilities: Content repository, content delivery, content analytics

ClearSlide is a six-year-old company that offers a wide set of content management capabilities suitable for inside and outside sales representatives. ClearSlide increases representative efficiency with content delivery capabilities, as well as increases sales effectiveness by exposing content usage metrics and client engagement metrics to sales and marketing leaders.

The ClearSlide Live Pitch functionality is notable. From a Web-browser or a dedicated mobile app, a user can select an appropriate presentation and then immediately connect prospects into a virtual meeting without the delays common to traditional technologies. ClearSlide Email Pitch is an application that integrates with Gmail or Outlook, allowing users to generate and deliver rich content presentations from their email systems. ClearSlide also offers attractive sales process integration, allowing a user to log the sales activity, including call notes, into Salesforce or Microsoft Dynamics immediately.

Sales process integration is ClearSlide’s top value proposition. Because of the ClearSlide technology, each content delivery and content view is a transactional event that can be captured, aggregated, and analyzed. Meetings can be recorded, which allows for postmeeting engagement analysis. Representatives are alerted when clients read content, and they can also determine client engagement levels with the content they have provided. Managers can determine which content pieces had the most openings, views and pitches. Managers can also rank sales representative effectiveness delivering and utilizing strategic content documents.

Key Facts
• Headquarters and year founded: San Francisco, California, in 2009
• Customer geographies: North America, EMEA, Asia/Pacific
• Industries represented: High-tech, media, healthcare, education, financial services
• Notable integrations: Microsoft Outlook, Salesforce, Google Drive, Box, Dropbox, Gmail
• Key partners: None
• Notable customers: LinkedIn, LexisNexis, Comcast, Expedia, Intuit

Highspot
www.highspot.com

Product: Highspot

Capabilities: Content repository management, content delivery, content development, content analytics

Highspot has quickly grown to more than 100 customers and recently secured Series A funding. Because Highspot covers all four of the expected capabilities, it fits well as a sales efficiency and sales effectiveness solution, particularly for companies with inside sales representatives and that use Salesforce.

Users can compose presentations from multiple sources, which is helpful to companies that rely on marketing to supply sales content. Highspot has a native repository management function and also integrates to EFSS providers like Box or Google Drive. The native repository function has versioning capabilities that make it easy to determine what changed in content pieces. Highspot also offers direct integration with join.me.

Highspot’s strength is the use of machine-learning technology, employing a service that Highspot terms “content genomics.” Highspot processes granular usage, delivery, and usage events, such as views, ratings, content version changes and click-through patterns, to produce a comprehensive big data set of sales activity. This is important to content managers that need to see how sales representatives customize content over time. Highspot’s technology surfaces content recommendations to sales personnel, pushing suggestions into Salesforce opportunities based on roles, products and opportunity details.

Key Facts
• Headquarters and year founded: Seattle, Washington, in 2012

Highspot
www.highspot.com

Product: Highspot

Capabilities: Content repository management, content delivery, content development, content analytics

Highspot has quickly grown to more than 100 customers and recently secured Series A funding. Because Highspot covers all four of the expected capabilities, it fits well as a sales efficiency and sales effectiveness solution, particularly for companies with inside sales representatives and that use Salesforce.

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Key Facts
• Headquarters and year founded: Seattle, Washington, in 2012
• Customer geographies: North America
• Industries represented: High-tech
• Notable integrations: join.me, Salesforce, Google Drive, Box, Dropbox
• Key partners: None
• Notable customers: Concur, Booking.com, Parallels

KnowledgeTree
www.knowledgetree.com

Product: KnowledgeTree

Capabilities: Content delivery, content analytics, sales process integration

KnowledgeTree entered the market in late 2013, with a focus on internal use cases, helping salespeople — direct and in the channel — access relevant content. KnowledgeTree targets companies with more-complex sales processes and more than 50 salespeople. It has gained traction in high technology, life sciences and financial services.

KnowledgeTree touts its predictive analytics, using predictions drawn from demographics and content usage behavior to identify the content and messages that will most resonate in a given situation. These recommendations are combined with next-best actions into a native playbook function termed Quickplays, available in Salesforce, on mobile devices, and via email. Future iterations will include firmographics and pattern matching. There is a tab for Salesforce, but content is also available in objects such as opportunity and account, and the content is automatically reordered as the opportunity changes. While KnowledgeTree does not offer content creation tools, it offers a “Perfect Pitch” capability that provides lightweight slide deck assembly. Sales managers, sales representatives and marketers also can leverage a robust set of reports and dashboards to see what content is being used at a detailed level.

KnowledgeTree does not have a native content repository, which means that users must integrate to EFSS for repository functions. The company does not provide formal “command and control” guided selling solution capabilities, favoring a more prescriptive approach than competitors. It will add a benchmarking capability in 2015, to provide additional best-practice guidance for users.

Key Facts
• Headquarters and year founded: Raleigh, North Carolina, in 2008
• Customer geographies: North America, Australia and the U.K.
• Industries represented: High-tech, life sciences, financial services, manufacturing
• Notable integrations: Salesforce, SharePoint, Box, Dropbox, Google Drive, Marketo, Oracle (Eloqua), Pardot
• Key partners: Salesforce, Marketo, Oracle (Eloqua)
• Notable customers: Rackspace, RingCentral, Zuora, Teletrac

Prolifiq
www.prolifiq.com

Product: Prolifiq

Capabilities: Content delivery, content analytics, sales process integration

Prolifiq specializes in mobile content management for life science companies that need to deliver compliant, postapproval content to healthcare providers. Prolifiq is used for internal enablement and customer engagement through content recommendations based on triggers.

Prolifiq provides its own content repository, but it can also access content from third-party content management systems. The UI is based on the concept of tiles, best described as mini-“smart applications.” It has 10 tiles that include functions that share content with customers based on triggers, such as formulary changes, or that provide a user-specific, personalized view of internal and external content. Other tiles include usage analytics and functions for presentation assembly. Third-party tiles can also be accessed by sales representatives on their laptops, tablets and smartphones (including iOS, Android and Windows). Content can be accessed through objects in Salesforce and Microsoft Dynamics, and activities are logged at the content level.
The company differentiates on its ability to meet strict regulatory requirements, especially in communications with customers. It utilizes a rule engine (sender and recipient) for good promotional practice (GPP) to ensure that the right content is bundled to meet compliance requirements. In 2010, The U.S. Department of Health and Human Services named Prolifiq as a “prescriptive remedy” for the industry, and the company now focuses exclusively on complex sales processes within life sciences. The tiles that are available to individual representatives are controlled by system credentials, like Active Directory or human resources management system (HRMS), and managed to ensure further compliance.

**Key Facts**
- Headquarters and year founded: Beaverton, Oregon, in 2002
- Customer geographies: North America, Europe
- Industries represented: Life sciences
- Notable integrations: Salesforce, Microsoft Dynamics, Veeva Systems, Microsoft SharePoint, Microsoft Azure, Okta, Adobe Experience Manager
- Key partners: Microsoft
- Notable customers: Stryker, Bristol-Myers Squibb, Covidien

**Qvidian**
- [www.qvidian.com](http://www.qvidian.com)

**Products:** Qvidian Digital Playbooks, Qvidian Content Automation, Qvidian Content Analytics

**Capabilities:** Content repository, content development, content delivery, content analytics, sales process integration

Qvidian offers a complete set of digital content management capabilities to its roster of 1,200 clients. Qvidian has expanded its product offerings, expanding beyond the proposal management functionality for which it has been commonly known. It is relevant to Salesforce or Microsoft Dynamics clients that rely on sales documents to drive complex, long-cycle sales processes.

Qvidian has a strong level of process automation, combining its content repository system with guided selling functionality and predictive analytics. Content managers will value the repository functions, including the bulk upload function, document aging alerts, and workflow tools. Qvidian can be a stand-alone repository or will integrate with the most common cloud-based repositories. Qvidian has deep integration with SFA systems, where updates to opportunity status values trigger new document recommendations to users.

Guided selling playbooks that deliver personalized, relevant sales documents are central to the solution. Qvidian has a predictive analytics engine underlying the recommendation function. Qvidian is one of the few companies that stores components of documents as data objects, making discrete elements of those documents searchable and reusable. Static documents, like PDF files, can be converted into data objects. Unlike many other vendors, Qvidian supports its products with a professional services team.

**Key Facts**
- Headquarters and year founded: Lowell, Massachusetts, in 1997
- Customer geographies: North America, EMEA, Asia/Pacific
- Industries represented: High-tech, financial, business services, manufacturing, telecommunications
- Notable integrations: Salesforce, Microsoft Dynamics, Microsoft Outlook
- Key partners: Salesforce, Birst
- Notable customers: Avaya, Morgan Stanley, Canon, Verizon

**Salesforce**
- [www.salesforce.com](http://www.salesforce.com)

**Products:** Salesforce Files, Files Connect, Files Sync, Salesforce Content

**Capabilities:** Content repository, content development, content delivery, sales process integration

Salesforce offers several content capabilities that will be attractive to Salesforce clients. Salesforce added a complete content management package to core sales processes in 2008, creating the
product now known as Salesforce Content. Salesforce Content offers content repository functions including versioning, user ratings and keyword searching. Salesforce also provides a parallel content management product, known as Salesforce Files, from its Chatter social collaboration tools. Both content products are bundled into all Salesforce editions. Gartner anticipates that Salesforce Content and Salesforce Files will merge into a single interface in the near future.

During the past two years, Salesforce has added new functionality to Salesforce files to improve relevance to sales processes — desktop client and tablet synchronization, API capabilities, content delivery, deep-text search, high-fidelity previews, and versioning. The Files Connect product can integrate to external content SaaS systems like Google Drive and Microsoft OneDrive. It allows users to search, browse and share documents from those repositories.

Files Connect will be attractive to companies that use SharePoint as a content master repository. Files Connect integrates SharePoint Web parts into Chatter, which allows users to access SharePoint documents in the same manner as they would with Salesforce Files. This also means that sales users can download SharePoint documents on their mobile devices in the Salesforce application, and do not need to connect via a local storage repository.

**Key Facts**

- Headquarters and year founded: San Francisco, California, in 1999
- Customer geographies: North America, South America, Europe, Asia/Pacific
- Industries represented: High-tech, life sciences, consumer goods, retail, manufacturing, media
- Notable integrations (through Salesforce1 platform): AppExchange, Google Mail, Microsoft Office 365, SharePoint, SAP, Oracle CPQ Cloud, Marketo
- Key partners: Deloitte, Accenture, Capgemini, Cloud Sherpas, Appirio, Bluewolf
- Notable customers: AT&T, Marsh, Nestle, Unilever, Pernod Ricard, AIG

**Savo Group**

www.savogroup.com

**Product:** Smarter Content, Smarter Execution, Smarter Engagement

**Capabilities:** Content repository management, content development, content delivery, content analytics, sales process integration

Savo is one of the longest-lived vendors in the digital content management market. It has more than 200 clients, covering greater than 600,000 sales and marketing end users. In early 2015, Savo rationalized its products by consolidating 10 products (e.g., Sales ContentPro, Sales OpportunityPro) into three products. Savo will be attractive to B2B sales organizations that have complex sales and marketing processes that are driven by content.

Savo has a comprehensive set of digital content management capabilities, covering all of the capabilities that Gartner tracks. Savo is primarily sold as a stand-alone sales enablement solution, providing sales intranet functionality; however, Savo also integrates with some of the leading SFA platforms, including Salesforce and Microsoft Dynamics. In 2013, Savo released a Salesforce AppExchange application with deep API integration with Salesforce opportunities, putting guided selling and document recommendations directly into users’ opportunity management processes.

Because Savo considers sales content to be a strategic driver of sales outcomes, the company puts sales process enablement at the core of its offering. For prospecting, Savo offers digital postcards. For complex sales cycles managed within SFA opportunities, Savo provides prescriptive playbooks and content recommendations. For ad hoc document discovery, Savo has full-text search and a query wizard. To improve clients’ time to value, Savo delivers “Sales Motion Workshops,” which help clients apply Savo functionality to their daily sales processes.

**Key Facts**

- Headquarters and year founded: Chicago, Illinois, in 1999
- Customer geographies: North America, Europe, Asia

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**Key Facts**

- Headquarters and year founded: Chicago, Illinois, in 1999
- Customer geographies: North America, Europe, Asia
- Industries represented: Life sciences, high-tech, financial services, manufacturing
- Notable integrations: Salesforce, Microsoft Dynamics CRM
- Key partners: Miller Heiman, DSG, Richardson, Salesforce
- Notable customers: Citrix, ADP, Rockwell Automation, PTC, Northern Trust

Skura
skura.com

Products: SFX Viewer, SFX Designer, SFX Co-Browsing, SFX Connections, SFX Analytix

Capabilities: Content repository, content delivery, content analytics

Skura is suitable for companies with external sales teams that frequently deliver rich-media sales presentations to prospects. Labeling itself as a sales enablement solution, Skura is in the same class of vendors that use sales content as the lever to increase customer engagement. Formerly a specialty firm that primarily provided digital detailing aids to life science companies, Skura has gained new clients from manufacturing and retailing industries during the past year.

The core of the solution is an HTML5-based hybrid mobile application solution used to view, select, present and electronically deliver content to contacts and prospects. Skura integrates to leading SFA solutions like Salesforce, SAP, Oracle and Microsoft Dynamics, allowing users to immediately create activities in the SFA from the Skura application. Skura can serve as a document repository, or it integrates to commercial cloud repositories, like Box. Skura also offers remote conferencing and microportals, useful functions for sales representatives who need to quickly generate virtual meetings or who need their presentations in a secure environment.

Skura has a sufficient usage measurement capability, giving salespeople views into page views and clickstream metrics. It offers a recommendation function — Rep Coach — that uses predictive analytics to determine the next-best documents to deliver to prospects on the next activity. It has a strong API platform, which means that developers, like media agencies, can build custom UIs to access and display Skura content.

Key Facts
- Headquarters and year founded: Oakville, Ontario, in 1996
- Customer geographies: North America, Western Europe
- Industries represented: Life sciences, automotive, consumer goods, manufacturing, loyalty marketing
- Notable integrations: Oracle, Microsoft Dynamics, Salesforce, SAP
- Key partners: More than 70 media agencies and reseller partners
- Notable customers: GSK, Mazda, Honeywell

SpringCM
www.springcm.com

Products: Get It, File It, Track It

Capabilities: Content repository, content analytics, sales process integration

SpringCM is an emerging vendor for digital content management. It offers functionality that spans marketing collateral, sales presentations and contract management functions. SpringCM is marketed primarily through the Salesforce AppExchange as a Salesforce application extension, but it does integrate with other SFA systems. Its products are available as desktop and mobile applications.

SpringCM for sales content is available via File It, Get It and Track It. File It has some attractive repository management capabilities, including the ability to edit documents within the desktop application using Microsoft-Office-like functions. Changes made to documents are saved to a client’s SaaS-based repository. Get It is a sales process integration solution that delivers recommended content to Salesforce opportunities. Track It is sufficient for analyzing basic usage metrics like number of shares and views, and also includes workflow functions.
SpringCM has a native mobile application for iOS and Android for document sync, plus it also has a native Salesforce1 mobile app. Users can view documents in the application, but can perform only a few editing functions. It also has good document audit trail capabilities, which is important for companies with compliance requirements.

**Key Facts**

- Headquarters and year founded: Chicago, Illinois, in 2005
- Customer geographies: North America, Europe, Asia/Pacific
- Industries represented: High-tech, professional services, healthcare, nonprofits
- Notable integrations: DocuSign, Salesforce, SteelBrick, Adobe (EchoSign)
- Key partners: Appirio, Bluewolf, Pros, SteelBrick
- Notable customers: Auction.com, American General, ING, NCR

**Market Recommendations**

Sales organizations with moderate to high volumes of electronic content (for example, Microsoft PowerPoint presentations and collateral based on PDF files or Microsoft Word documents) should consider basic sales content management systems to improve the oversight of collateral. Sales organizations that rely on complex, time-sensitive and precise information to advance sales cycles should pursue sales content management solutions to increase sales effectiveness (such as improving project-based or complex solution selling practices).

Select vendors on their ability to provide:

- Version control
- External delivery
- Check-in/check-out
- Social collaboration
- Mobile delivery on multiple devices
- Profile-driven access

Involve marketing personnel in initiatives, when possible, to leverage experiences with similar systems and practices for developing, cataloging and managing varieties of content.

Sales content management systems must be accessible and appeal to the self-interests of salespeople to gain necessary buy-in and valuable contributions from the field. Therefore, focus initially on developing and personalizing presentations and proposals, as well as publishing competitive analyses, objection-handling guidance, and successful sales messages and/or talking points, because these areas offer rapid ROI and will earn popularity with sales personnel.

Source: Gartner Research Note G00275074, Tad Travis, Todd Berkowitz, 20 June 2015
The SAVO Perspective: How You Can Turn Content Into Action

As Gartner’s report makes clear, today’s sales organizations can choose from a range of options for digital content management. How will you select the right technology for your team? By making choices that are driven by business, not technology. At SAVO, we have seen what happens when departments deploy solutions based on short-term, tactical goals. We saw one company using 30+ sales applications, each serving a different group of users and performing one narrow function. We helped that company step back and take a more strategic and holistic view, cutting its per-user software costs in half.

In our experience, successful initiatives begin by identifying a high-value business objective. For example, we have seen that in the average sales office, reps spend 30-40% of their time searching for content and writing their own. What would it mean to your company to reduce that time by just 5% for each rep and channel partner? With a focused, measurable goal such as this, you can make effective decisions about content-delivery technology.

Through more than a dozen years collaborating with leading sales organizations, SAVO has learned these fundamental truths about how to deliver content in a way that empowers the sales force.

**Search is no way to run a content delivery system.** How can reps search for something when they don’t even know it exists? Lacking a way to discover the latest and greatest content, reps keep falling back on the same old materials they already know – materials that may be outdated or ineffective.

**Content delivery must fit seamlessly into the everyday workflow of reps in the office and in the field.** User adoption is critical for your ROI. Therefore, access to the content system should be convenient and easy, no matter what reps are doing or where they are located. If content gets segregated into an isolated system, people won’t use it. Sales are just-in-time thinkers, recommending content when and where it's needed increases its relevancy and usage.

**Content delivery must align with the organization’s sales processes and methodologies.** It should reinforce training and best practices. It must adapt to the sales team’s way of doing business (instead of forcing people to adapt to the system). Content is not just a brochure or powerpoint deck. Content includes discovery questions, competitive insights, coaching tips and more. It’s essential to surround reps with content and subject matter experts at the right stage in the sales process.

**Content delivery should integrate with CRM, ECM and other entrenched systems.** Reps need one source of truth. Leverage existing investments and training, rather than replacing them with yet another silo of information. In the average company, reps must search across seven systems (sometimes more) to find the content they need.

**Sales and marketing should control this system** – business needs an agile system to organize content, govern updates, and measure success. Business dynamics are constantly changing; new competitors emerge, markets expand, new products are launched. As a result, the business needs to easily update the content, tools and resources that sellers need to react to these changes.
Reps need to customize content – without muddling the message. Smart reps will always be tweaking materials to fit the individual prospect and opportunity. They need to do it efficiently, spending less time in the office and more time in the field. At the same time, content must be protected so changes won’t undermine the core messaging, branding and compliance.

Content owners must prevent bad content from poisoning the well. Too many companies expect reps to dig through hundreds, even thousands of assets. Most of that content is old, ineffective and forgotten. Don’t expect reps to separate the wheat from the chaff – they don’t have the time or the knowledge. They’ll simply give up and stop using the database. Content owners need tools and governance procedures to target aging, duplicate and unused materials and either update or delete them. More importantly, content needs to be searchable and discoverable. Even if marketing develops “killer” content, if reps cannot find the materials, the content will go unused and to waste.

Above all, the system must deliver the right content in the right context. Sales is a just-in-time environment. Content is only useful when it is relevant. Relevant to this rep and this customer, for this opportunity and at this point in the buying cycle. A prescriptive content engine should serve up the best resources for each situation. This is the way to promote sales productivity and ensure that content actually contributes to winning sales revenue.

SAVO knows that any successful approach to automating sales content must address all of the above concerns. That’s why we developed SAVO Smarter Content. Don’t take our word for it: ask our clients about the results.

Proof: bottom-line business results
SAVO understands that you need advanced technology for content delivery. And more critically, you need expert guidance from a trusted partner. Someone who understands your business and is committed to helping you achieve significant results. Because this is not just about rolling out new software – it’s about growing revenue and getting a higher return on your investment in sales content.

SAVO customers get results like these.

Citrix: Increase Selling Time

Before SAVO: A time-motion study found that sellers spent only 15% of their time selling, and 25% building presentations.

With SAVO: In just six months, the time spent building presentations dropped to 18%. Thus freeing up 7% more time to sell across 6,700 internal reps and 10K+ global channel partners.
Rockwell Automation: Increase Efficiency

Before SAVO: Reps struggled to assimilate a huge technical product line, with abundant and complex sales materials. One distributor said “Selling Rockwell’s products is harder than it should be – there’s a lot of friction in the sale.”

With SAVO: 62% of reps say they spend less time creating and modifying materials. Andy Ramspott, leader of worldwide sales enablement, says “We’ve increased our efficiency dramatically and are able to measure that impact. Now, we can focus on increasing sales effectiveness, which is the next step in our sales enablement journey.”

Welch Allyn: Increase Deal Size

Before SAVO: At a critical time in the healthcare industry, reps wanted to spend more time with customers and less time in the office. Meanwhile, the company wanted to quickly leverage success across geographic and business units.

With SAVO: Reps are closing bigger deals and recently hit a new milestone: five deals worth $4.5M in just one year. Reps access 80% of marketing content in just two clicks, giving them more time to spend in the field.

Scientific Drilling: Increase Revenue

Before SAVO: In the oil & gas industry, where success is built on relationships and account penetration, SDI was flying blind and working in silos. After a client visit, reps had to wait a day or two to get back to the office, type a report and send it to a distribution list just to let everyone else know what was going on.

With SAVO: Mobile tools put reps in contact on the spot with a strategic account manager who coordinates a unified sales effort. There’s been a direct correlation in incremental revenue by 17%, and new technology revenue is growing 19% year over year. SDI’s commercialization process is 2 months shorter – putting new tech into the market sooner and generating more dollars.

Source: SAVO
About SAVO

A trusted partner who can help you turn content into action – and guide you at every step on your sales enablement journey

Sales content management is one part – a critical part – of your company’s overall sales enablement effort. The companies that are most successful at achieving solid business results are those that start from a strategic, holistic, company-wide perspective. They measure where they are and use that knowledge to decide where they’re going. This is a serious undertaking – but you don’t have to go alone.

SAVO is unique among vendors of “content management” software because we provide so much more than just software. We enable you with:

**Expertise.** Your success depends on more than just technology. You need a partner you can trust to guide you over the long term. Only SAVO has the depth of knowledge that comes from more than a decade of working with leading companies to optimize every facet of sales enablement. We will assist and advise you at every step, from benchmarking your current performance and refining your business and financial goals... to measuring results and helping you plot a course for where to go next.

**Breadth of offerings.** Your current situation – your objectives – your resources are all unique. You can’t settle for a cookie-cutter approach. SAVO offers a full range of sales enablement applications. All so you can start where you are and progress at the pace that makes sense for your business. Ultimately, you can count on us for a complete end-to-end solution that supports your sales force and channel partners through the entire sales cycle, campaign to close.

**Enterprise Scalability.** Start small or start big. SAVO’s software-as-a-service applications are easily scalable, from a single business unit to a global enterprise. SAVO technology provides best-in-class security, reliability and integration with other systems including CRM. You can’t outgrow us and we’ll make the relationship last with ongoing support, periodic consultant-led checkups and a vibrant user community.

For more information about sales content delivery, capturing higher content ROI and empowering your sales force to win revenue, visit us at [savogroup.com](http://savogroup.com)