

OUTSTART

CASE STUDY: OutStart SellingEdge.com Social Business Software



Biotech Company Implements Collaborative Sales Enablement Platform to Improve Sales Productivity

THE CHALLENGE

A multinational biotech company faced several critical obstacles that were impacting the performance, effectiveness, and even morale of its sales team:

- A large, complicated, and constantly changing set of products that numbered more than 15,000 SKUs
- A large and globally distributed sales team with varying degrees of technical expertise
- A small sales support group that struggled to keep pace with the rapidly changing products, and therefore could not respond effectively and quickly to many of the sales team's requests. In certain instances, the responses required verification and oversight, which prolonged the time it took to answer.
- A sales team with no scalable method for members to share their insights and experiences with others

THE SOLUTION

The customer chose SellingEdge.com as their collaborative sales enablement platform to address these obstacles. Working in partnership with OutStart's Professional Services group, an implementation was rapidly configured and deployed to enable the following:

Create a Virtual Environment for Collaboration with Experts

The customer used the Expert Networking capability to enable collaboration between the sales team and a pool of subject matter experts (often sales support staff or scientists in the field).

Provide Self-service

The system worked behind the scenes to capture, categorize, and store conversations as they occurred.

Ensure Accurate, Complete Answers and Provide Exposure for Sales Enablement Q&A Throughout the Organization

Using SellingEdge.com's expertise profiling engine, sales reps submitted questions to the system, and SellingEdge.com automatically matched questions with appropriate subject matter experts, captured their answers, and saved the content for use by others. The information seekers were able to rate

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the responses they received, while subject matter experts were able to review, add to, and amend the responses as necessary. This provided a significant upgrade to the previous email- and phone-based process.

Use Social Profiling Engine Networking Features to Encourage More Informal Collaboration and Sharing Throughout the Enterprise

Using SellingEdge.com blogs, the executive team and business leaders began sharing frequent, informal updates directly with the sales force, and enabled Sales to post comments and follow-up questions directly on the blog posts.



THE RESULTS

Based on the pilot results, healthy adoption, and positive feedback from the users, the customer began to plan for a wider rollout of the platform to all departments in the enterprise, and began deploying additional social networking capabilities such as Discussions, Wikis, and Blogs to drive more peer-to-peer collaboration. Additionally, the customer acquired a large business in their market, which made this scalable sales enablement and collaboration platform even more valuable. The customer is currently integrating the acquired organization's sales reps, experts, and products into the platform, furthering the reach and impact of the solution.

This customer recently completed an acquisition, and OutStart SellingEdge.com helped the merged sales team rapidly adopt and become productive with new company messaging and actively selling a complex and broader set of products.

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ABOUT OUTSTART

At OutStart, we're out to solve a big problem.

Most organizations possess a wealth of underutilized collective intelligence around their products, services, and processes. This underutilization negatively impacts employees, customers, and partners, costing precious time and money while hindering performance. Said simply, "what you people don't know will hurt you."

OutStart's social business software and learning systems act like a lifeline: connecting people to the know-how, creativity, and learning they require to be efficient, effective, and agile.

Since its inception in 1999, and backed by leading venture capital firms, OutStart has matured into a profitable and rapidly growing company with an impressive range of customers, who are surpassing their expectations and delivering exceptional business results. The company is honored to have customers like Autodesk, BB&T, Boeing Company, BT, CVS Caremark, DIRECTV, EDS, Internal Revenue Service, Lufthansa, McDonald's, MetLife, Prudential, TiVo, Australian Defence Force, U.S. Navy, UK Ministry of Defence, Verizon Wireless, and Yum! Brands.

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