



Know More, Sell More

CDW and CallidusCloud's Enablement Drive Better Customer Conversations

Generating the powerful and persuasive customer conversations that can lead to sales success is dependent on a knowledgeable sales force having access to the right information at every stage of the customer's buying cycle. CDW, a leading provider of technology solutions had always invested in developing learning and marketing resources for its sales force. But like many businesses, CDW found that its investment was being under-utilized with a sales force in a state of information overload.

Needle in a Haystack

From the start, there was no unified content strategy or solution to serve as the vehicle for the content. With no formal process in place to retire old documents, resources had multiplied unchecked and whenever information needed to be stored or shared, individual portals were created. Duplicate information on multiple repositories and portals resulted in inaccuracies and created confusion among sales reps. Sifting through multiple systems to locate relevant information wasted valuable selling time and left the sales team frustrated. "Sales needed a single source of truth to confidently sell CDW's value to our customers," states Joe Levin, Head of Sales Enablement at CDW. With a vision to increase the quantity and quality of valuable customer conversations, the Sales Enablement team set out to eliminate time wasted on managing, accessing and sharing resources and moved to improve knowledge transfer across the entire organization.

An Innovative Solution

CDW evaluated a number of leading Sales Enablement solutions before choosing CallidusCloud as its provider. "CallidusCloud's Enablement provided the core functionality necessary to achieve our Sales Enablement goals as well as the flexibility to really make it our own," states Joe Levin. Enablement provides "out of the box" functionality to enable businesses to drive knowledge transfer from marketing resources to sales teams, partners and customers, through a single platform. Enablement is designed so that companies can tailor the platform to suit their own look and feel, thereby improving user experience and encouraging adoption. CDW, in partnership with their Sales Enablement agency Leopard, developed and implemented a vision and strategy for making the platform its own. **GetIT**, CDW's name for the platform, was implemented with the tag line 'Know More. Sell More' and was successfully deployed to over 5,000 users in less than one year.



Business Profile

CDW is a leading provider of technology solutions with over \$10.1bn in net sales (2012)

Industry

High-tech

Solution

Enablement Platform

Goals

- Improve sales productivity and effectiveness
- Accelerate sales onboarding and ongoing education
- Increase selling opportunities
- Improve customer experiences
- Anywhere/anytime access to enablement tools



CDW's GetIT Portal: LAWS FOR SUCCESS

1. Keep it simple.
2. Consolidate and deduplicate.
3. Use existing assets whenever possible.
4. Eliminate outdated content.
5. Offer a simple, engaging user experience.
6. Make information scalable, easy to manage and long lived.
7. Create a consistent, unified viewpoint across segments, solutions, promotions and communications.

A Simpler, More Effective Platform

CDW consolidated 1000+ pieces of content onto the enablement platform and introduced a content governance policy. Using Enablement's ability to create user profiles and an innovative content delivery approach, distinct profiles were established to deliver on the goal of having the "content find the seller." In addition, Enablement's content management features allowed CDW to organize resources under the relevant categories, employ expiration dates and utilize intelligent tagging to manage its content. CDW took advantage of Enablement's flexibility and integrated several third party systems critical to sales including PeopleSoft, a Learning Management System (LMS) and a website for ordering apparel, print collateral and promotional items for customers. Combined with Enablement's robust search functionality, sales reps are now able to find what they are looking for in seconds.



When CDW sought to improve knowledge transfer across the organization, collaboration tools were considered a key component. Integration with CDW's internal SharePoint, LMS and social platforms allow for greater awareness and collaboration to bridge the gap between departments in the organization. One-click access to these tools has accelerated onboarding and cross/up selling.

“ I walked past a manager who had four account managers huddled around her desk, looking at *GetIT* and talking about how to use the information during their calls! ”

CDW Account Manager

To optimize customer conversations, CDW needed more insight into the quality and usage of its content and resources. “You can’t improve what you can’t measure and you can’t measure what you can’t define,” says Joe Levin. With the implementation of Enablement, CDW has the ability to track activity by user behavior and content usage. Enablement’s reporting tool is helping to drive better quality content by enabling the Sales Enablement team to determine which content is the most useful, which key search terms are most common and how the site itself is being used. In conjunction with dynamic email links, CDW can determine whether a customer has engaged with content providing a 360-degree view for seller and buyer behavior.

Enablement allows sellers to focus on what they do best: selling and customer relationships. “For us, it’s all about simplicity, *GetIT* is our one-stop shop for quicker access to better resources,” states Joe Levin. “With more time to spend on selling and armed with the relevant knowledge and resources, our sales force is in the best position to drive the powerful and persuasive conversations that lead to sales success.”

About CDW

Founded in 1984, CDW is a leading provider of technology solutions. With over \$10.1bn in net sales (2012) and employing over 6,900 coworkers, it is ranked No. 31 on Forbes’ list of America’s Largest Private Companies and No.270 on the FORTUNE 500.

About Enablement by CallidusCloud

Enablement is the industry’s most advanced yet affordable hosted platform that drives knowledge transfer from marketing resources to sales teams, partners and customers. Enablement’s patented platform replaces customer portals with a single sales enablement system that adapts to the needs of each user. Customers include CDW, Motorola Solutions, Zimmer, NBA, TransUnion, Thomson Reuters, Quantum, LodgeNet and Aviat Networks.

For more information on Enablement by CallidusCloud, visit <http://www.calliduscloud.com/products/enablement/> or call **(+1) 866 812 5244**