



NBA

“Enablement helps us to show our prospects and clients that we are a technology savvy organization. Enablement gives our customers a unique way to learn about our compelling product and collaborate directly with the NBA Marketing account team in a convenient way that is available 24/7. The prospect feels their individual portal is a place built specially for them and they interact well with it. We have over 200 portals in place today with plans to create more to address internal and external communication needs at the NBA. Enablement really allows us to showcase our product to perspective clients and gives them the sense that what you are looking at is spectacular—something that you won’t find anywhere else.

Garth Case, Vice President, Information Technology, NBA



“ We know Enablement is saving us money with custom client portals that improve relationships with our clients and in turn assists us to increase revenue. ”

Garth Case
VP, Information
Technology
NBA

Snapshot: The NBA utilizes portals to communicate 1 to 1 with prospects and clients.

Challenge	Solution	Results
<ul style="list-style-type: none"> • Needed to streamline the process of getting large multi-media files to prospects and clients without the dependency on IT resources. Also wanted confirmation that materials were accessed 	<ul style="list-style-type: none"> • Enablement portals with role based content management provides easy and secure access to content based on the audience. Portal creation needs no IT involvement and built-in analytics deliver instant insight into content usage 	<ul style="list-style-type: none"> • The barrier to entry for partners is much lower as prospects and clients enjoy seamless communication with marketing reps. Marketing has full control and freedom without the bottleneck of IT
<ul style="list-style-type: none"> • Wanted the presentation of the materials to prospects and clients to match the quality of the materials themselves and the marketing savvy, polished brand of the NBA 	<ul style="list-style-type: none"> • Enablement portals are completely customizable so you can deliver a consistent brand and present it in a highly organized and professional manner 	<ul style="list-style-type: none"> • From the first interaction, the NBA marketing reps present to prospects and clients with the same level of polish and pizzazz that is demonstrated on television
<ul style="list-style-type: none"> • Wanted to stand out amongst competitors and make prospects and clients feel special 	<ul style="list-style-type: none"> • Enablement clone feature lets you roll out new portals quickly and customize them for a personalized experience 	<ul style="list-style-type: none"> • Clients feel that they are getting personal attention which positively impacts the partner relationship and makes the NBA stand out from others





“ Clients appreciate the fact that we’ve created a portal for them. It makes them feel special and in turn they treat us special as opposed to the other guy that’s pitching them with traditional communication methods.”

Garth Case
VP, Information
Technology
NBA

NBA: Using Enablement to Oil the Marketing Machine

1. What is your unique challenge?

The NBA is a marketing machine. Our prospects expect more than just a brochure and a slide deck. Our sales pitches are large, cutting-edge, multi-media presentations. The pitch packages we deliver are very detailed and include everything there is to know about the NBA’s product offerings. Our biggest challenge was getting those materials out into the hands of our customers and prospects in a way that was consistent with our image and brand. Traditional methods increased the barrier for communication and they didn’t represent our brand very well.

2. What solutions were you previously leveraging to address the problem?

We were using traditional methods such as phone calls, email, WebEx meetings and pitch packages sent via FedEx. There were perpetual scheduling challenges and we didn’t know whether or not a package reached the customer or if they viewed it. Email presented a space limitation issue and we have lots of videos and graphical presentations. These methods made it challenging for the customer and weren’t professional enough for the NBA. It wasn’t trackable or convenient for our customers to use.

3. How are you using Enablement to address these challenges?

At the NBA we want to convey that what we offer is something spectacular that you won’t find anywhere else. Our marketing group creates personalized Enablement portals for every prospect and large customer. As they move through the sales cycle their portal will contain everything from the pitch package to contracts. After they become a client the portal continues to live-on for them. Through the portal we can stay up to date on everything from the interest level of the customer to collaborating on ideas to help drive our client’s success. Using custom portals has helped a lot in facilitating 2-way communication and improves relationships. In addition, Enablement helps us to show that we are a technology savvy organization.

4. In your experience what are the most powerful features of Enablement?

The ability to clone portals is huge so we can create a portal quickly for a new prospect. Role-based content management to secure information and publish it to the right portals quickly has revolutionized the way we do things. What we are pitching is much of the same information every time so we can clone a portal that was created for another prospect or client in the same industry and customize it in minutes. Having all the collaborating ideas live in the portals also helps to speed things along for the partnership. Being able to tell when someone views something is a big help. In the end the portals deliver a consistent message, creates a unique experience and builds a better relationships with our customers.





“ Clients appreciate the fact that we’ve created a portal for them. It makes them feel special and in turn they treat us special as opposed to the other guy that’s pitching them with traditional communication methods.”

Garth Case
VP, Information
Technology
NBA

5. What has Enablement enabled your organization to do?

Enablement has helped us lower the barrier to entry for our partners, and clients appreciate the fact that we’ve created a unique portal to serve them. Enablement has increased the consistency of the message as well as the efficiency and effectiveness of our marketing staff. We have put more control into the hands of marketers and IT has taken on an advisory role.

About Enablement by CallidusCloud

Enablement is the industry’s most advanced yet affordable hosted sales collaboration platform. For more information visit

<http://www.calliduscloud.com/products/enablement> or call (+1) 866 812 5244.

