

SAP Sales Cloud Case Study | SAP Sales Enablement | EXTERNAL

Splunk transforms ramp to productivity by overhauling sales engagement system

Learn how this multinational company, with help from SAP Sales Cloud, accelerated its ramp to productivity for all salespeople.

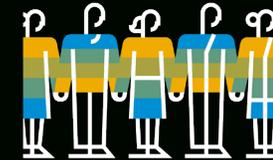
THE BEST RUN



“Now we have this gorgeous portal that sales people actually want to use. **Technology is driving behavior we want, rather than us forcing them to do something.** And, it doesn’t require hours of IT time to modify.”



– Kym Wood, Director of Global Field Engagement



14K+

customers in 110 countries



About Splunk

Splunk produces software for searching, monitoring, and analyzing machine-generated big data for 14,000+ customers, including 85 of the Fortune 100, in 110 countries.

Industry

High Tech

Solution

SAP Sales Enablement

Sales engagement influences behavior, creating salespeople who are more effective at generating revenue

Challenge:

Because of the technical nature of Splunk’s offerings, ramp-up time for its 2,000 field employees (biz dev, inside sales, pre-sales, professional services, tech support) and thousands of partners (totaling 13,000 individuals) takes months. Improving sales engagement to reduce ramp up time is a key priority. On top of its LMS, which houses onboarding, certification, and learning plans, Splunk had built its own sales engagement tools and content. The interface of the hardcoded solution was very clunky, and users found it difficult to find the info they needed when they needed it. In addition, the system was difficult to maintain and required constant IT intervention to modify.

Solution:

Splunk replaced its homegrown system with SAP Sales Enablement. Both internal customers and partners instantly loved the visually-based, intuitive interface, powerful searching, and roles-based access. They quickly learned to go to it first, since it also links to LMS content and is integrated with the CRM. Management and administrators embraced it too because they can easily track leading and lagging indicators and other metrics. They can also make changes without having to submit IT help tickets. In addition, the new portal allowed Splunk to improve its ramp-up process—for instance, focusing boot camp on pipeline generation since product info can now be learned so easily via the portal.



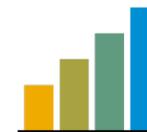
IMPROVED

effectiveness of onboarding process



MINIMIZED

IT involvement



ENABLED

continuous improvement

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