



THOMSON REUTERS

“ Selecting Enablement has allowed Thomson Reuters to make a quantum leap forward in our global sales enablement initiative. ”



Thomson Reuters

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. They combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare and science and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs 55,000 people and operates in over 100 countries. Thomson Reuters shares are listed on the Toronto and New York Stock Exchanges.

Customer Quote:

“Selecting CallidusCloud's Enablement has allowed Thomson Reuters to make a quantum leap forward in our global sales enablement initiative. Prior to engaging with Enablement, Thomson Reuters relied on an out dated on-premise tool that was functionally limited while also difficult and expensive to use and maintain. With Enablement, these issues practically disappeared overnight. Content owners and experts are now easily able to self-publish their collateral and sales tools and end users are provided simple, effective means to locate and take action on these items through Enablement's Sales Advisor functionality. Furthermore, we now have access to complete analytical information about what the field is actually using which is invaluable to our marketing teams.”

Snapshot:

Recognized and awarded by executive management, the Enablement Sales Enablement Platform, branded as SalesPro, provides a single source of up to date product knowledge across key divisions of Thomson Reuters. Using SalesPro, the global sales force can easily find, use, deliver and track over 2,600 of the most up to date content, product and product launch information, coaching pages, pricing tools, required reading compliance and training information all from one location.



Challenge	Solution	Results
<ul style="list-style-type: none"> Replace aging legacy application with a tool that is easier to administer, provides more functionality and reduces overall costs. 	<ul style="list-style-type: none"> Offered as a SaaS solution, Enablement's sales enablement solution reduces administrative efforts by making it easy to load, tag and dynamically display new and existing content through built-in workflow. 	<ul style="list-style-type: none"> Administrators and content publishers at Thomson Reuters report that Enablement has brought about significant efficiency gains in content management and delivery, workflows and permissions while also offering greatly expanded functionality.
<ul style="list-style-type: none"> Senior executives mandated increased sales productivity as a "top 3" business priority for Thomson Reuters 	<ul style="list-style-type: none"> Enablement users find that content and tools are easily located, assembled, personalized and delivered for the purposes of positively increasing their sales effectiveness. 	<ul style="list-style-type: none"> End users report spending less time searching for the information that drives their sales calls and results while also recognizing that the materials in Enablement are always the most recent and relevant.
<ul style="list-style-type: none"> Begin providing ROI within 60 days. 	<ul style="list-style-type: none"> Available on-demand, Enablement can be brought online in a phased approach while being matched to your sales and business processes. 	<ul style="list-style-type: none"> Rolled out in two phases at Thomson Reuters, over 750 users had access to 2,000 content items and tools through the existing network login routine within 60 days of the project starting date.
<ul style="list-style-type: none"> No analytics or feedback available to content creators and system administrators. 	<ul style="list-style-type: none"> Enablement's built-in analytics provides real time metrics and feedback to content owners so that those responsible for creating content can understand what is most often used while also having the option to enable end user feedback straight from the field. 	<ul style="list-style-type: none"> Enabled with these metrics Thomson Reuters now has a better understanding of where to make investments in content creation and maintenance.



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**

