klue + workato

Workato Powers ==Competitive Enablement Across the Org== With Klue + Highspot

INDUSTRY: **No-Code Enterprise Automation Platform.**

SIZE: **800 employees**

Workato's leading Enterprise Automation Platform (EAP) enables business and IT teams to integrate their apps and automate business workflows without compromising security and governance. No coding is required, and the platform utilizes Machine Learning and patented technology to make the creation and implementation of automations **10X faster than traditional platforms**.

> *Our industry is moving at an incredibly fast pace. To stay ahead, it's super important that everyone at Workato knows how and why we win. Klue has been a key component in our Competitive Enablement program and one that fuels and sustains our hyper growth in this market.*
>
> **Will Davis,** Vice President of Product Marketing
> workato

The Situation

- **High-growth industry, expanding sales team.** Workato doubled in size in just 6 months. A flood of new reps were onboarding and revenue goals were increasing.

- **Highly competitive space.** They were competing with 70+ companies in a rapidly growing space.

- **Multiple tools, different intel.** Highspot was the go-to place for sales collateral, but intel was captured and tracked in many different places - Guru, Slack, emails, static docs, and sales conversations, making maintenance a big challenge.

- **Intel library but reps still couldn't find what they needed.** Without a dedicated competitive intelligence 'owner', the Marketing team created a large library of static docs about their main competitors. Reps were choosing what they thought was the best intel for specific deals, but there was little training and enablement of the intel, and no way to measure and tie the content to revenue.

- **Lack of partner support.** Enabling partners with their own version of competitive intelligence was not yet in place.

> *We compete in a massive segment approaching 40% CAGR, with 70+ competitors across 4 Gartner Quadrants - all chasing a $600B TAM. I simply can't do my job and meet the needs of so many teams without Klue.*
>
> **Matt Coblentz,** Competitive Intelligence Manager
> workato

How Klue + Highspot Helped

An experienced competitive intelligence leader was brought onto the team and he selected Klue as the competitive platform that would integrate with Highspot, Slack and Salesforce.

==→ Competitive workflow, powered by Klue.== Klue became the central source of truth for all competitive insights. Content was organized and structured for each competitor and tier. AI-based alerts were refined to bring in relevant competitive news. Sales conversations in Slack were easily saved in Klue boards. Key findings, and why they mattered, were shared regularly in the digest. Klue also included links to customer facing content, customer stories and approved analyst quotes, to support various sales plays down the entire deal funnel.

Klue became the go-to place to find any new intel on a broad landscape of 70+ competitors - with the entire workflow created and managed by a team of one.

==→ Centralized insights where reps know to go.== By repurposing the intel from Klue, the CI lead created external-facing collateral reps could access in Highspot, all organized by sales audience (AE, SDR, SE) and specific competitor. When reps needed 'internal only' competitive positioning, they could link back to Klue. Insights were tracked in both Highspot and Klue to measure usage, most used customer collateral, top battlecards, keyword searches and more. And, with the Klue + Salesforce integration, reps will access the battlecards directly from Salesforce and find win-loss analysis in Klue.

Delivering insights in the tools where reps "live" day-to-day was the driver for adoption

==→ Extending competitive enablement to partners.== Using Klue's data permission features, the team gave partners access to specific competitive insights, including battlecards, and customer-facing collateral which they could rebrand and use in their own deals.

==→ Competitive Workato-Wide.== By using Klue insights in sales onboarding and training, new reps were ramping much faster, and all reps were going into deals much better prepped. Creating this competitive workflow supported more than just the sales and partner teams. Klue insights were woven into marketing campaigns, product roadmap strategies, SDR talk tracks and regular briefings for the Executive team. Adoption has been a spectacular success.

==→ Ruthless Message Alignment.== By creating a single source of competitive truth, Workato was able to spread a consistent message to everyone in the company and make 'compete' tightly integrated with the company culture. Everyone could line up and go to market as a team.

> *I started at Workato just before we rolled out Klue. Based on what we have now, I'm jealous of the reps who can onboard with Klue. What a difference it would have made in my ramp time!*
>
> **Rishabh Naya,** Strategic Enterprise BD, Embedded Platform
> workato

Results 🏆

==4X increase,== competitive coverage

==3X Klue user growth== in less than 1 year

==Avg open rate of 65%== in the weekly Klue digest

Near ==instantaneous response time== by a team of one

Ready to level up? Klue can help. Book a demo.

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