

ArisGlobal Uses Klue's Automation and Tech to Accelerate Competitive Enablement

INDUSTRY: **Life Sciences**

For more than 30 years, ArisGlobal has been an established global market leader. Today, more than 300 life sciences companies, CROs and government health authorities around the world rely on ArisGlobal to accomplish mission-critical tasks throughout the drug development process. They currently provide technology solutions to 40 of the top 50 Biopharmaceutical companies, 4 of the top 5 pharma companies and 9 government health authorities, including the FDA, Health Canada and the NMPA.

The Situation

A rapidly changing market across four business units, with limited technology to automate efforts, made sharing competitive intelligence across the organization challenging.

- BU's spanning Safety, Regulatory, Clinical and Medical Affairs resulted in a large volume of competitive intel to capture and share. Separating the actual insights vs just 'noise' was very time consuming.
- Mix of competitors, partners and solutions across multiple areas of Life Sciences, and changing global regulations in pharma and health care.
- Static slides were shared in the company portal, however the volume of content was large and intel captured only reflected a single point in time - making maintenance a burden.

ArisGlobal provides tech forward solutions to the Life Sciences market based on automation, AI and workflow solutions. It was a natural step to find a solution to help build out their Competitive Enablement program. The search began and Klue became a natural choice.

How Klue Helped

Leveraging Klue's automation features, ArisGlobal was able to create a scalable Competitive Enablement program.

→ **Kickstarting Competitive Enablement.** With limited time and resources, ArisGlobal was looking for best practices and efficiencies to help them build the right competitive program. Klue's Client Success team shared best-in-class battlecard templates, tips for tiering competitive coverage, and ways to organize the insights captured - from PMM, sales reps, and Klue's automated features.

→ **Centralized, Organized Insights.** Klue's centralized platform made it easy for multiple PMM's to discover, collaborate and share necessary news across their team and the rest of the org.

→ **Steady 'Drumbeat' of Competitive intel.** The PMM team could easily create weekly digests to drip to reps what matters most and why. And by adding their own product and competitive positioning into regular sales training, they created a steady drumbeat of competitive insights where everybody participates.

→ **Focus on Enablement.** Sales Enablement was further enhanced by adding to on-boarding and training. Technology along with the expanded team created a scalable, repeatable Competitive Enablement program.

→ **Measuring the impact on sales.** Using Klue, the team can track usage metrics, battlecards viewed, competitive searches made and more. They plan to further connect the impact to win rate to their existing programs.

Results

60%+ time saved in collecting and sharing insights. The team could better focus on insight meanings and how best to execute.

3X increase in sales contribution - more feedback and insights shared from the field.

Improved visibility on sales usage and where to focus competitive coverage

Increased competitive fluency, but with less time and effort.

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We're building a competitive program to increase ArisGlobal market fluency, one that will grow with us and help across the organization and inform strategy. We enable our customers with technology including intelligent automation and were looking for a Competitive Enablement tool with the same concept. Klue completes this vision.



Heidi Hattendorf,
VP, Head of Marketing
@ ArisGlobal

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Our team saw Klue's value quickly, as the one-stop-shop for all things competitive. Sales, PM's and PMM's are ramping faster, and we're bridging insight gaps across teams. We're spending less time on intel research using automated features like 'Alerts' and 'Klue Digest' to consistently deliver intel across the commercial organization. We've become stronger and more efficient as a team.



Saurab Prabhakar,
Associate Product Marketing
Manager @ ArisGlobal

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Klue is a force multiplier to our competitive intelligence program. The platform enables us to gather, distill, and share a substantially larger volume of actionable insights. Our sales team is better equipped to win business with Klue.”



Victor Alvarez,
Associate Director of Product
Marketing @ ArisGlobal

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Using Klue, we're finding relevant competitive insights in a quarter of the time it used to take. This efficiency frees up our team to focus more on other strategic initiatives and stay on top of the evolving global regulations in Life Sciences.



Art Brown,
Director of Product Marketing,
Clinical @ ArisGlobal