

JFrog Launches Successful Competitive Enablement to Share Key Insights Across the Org

JFrog is on a mission to be the company powering all of the world's software updates, driven by a "Liquid Software" vision to allow the seamless, secure flow of binaries from developers to the edge. The company's end-to-end DevOps platform – the JFrog Platform - provides the tools and visibility required by modern organizations to solve today's challenges across critical pieces of the DevOps cycle. JFrog is trusted by millions of users and thousands of customers, including a majority of the Fortune 100 companies worldwide.

The Situation

Heated competitive space. JFrog competes in a fast growing market and has expanded into new domains. More companies were entering their space, adding more intel for the team to analyze. Determining which insights were most valuable to share with reps was a challenge.

Growing company. JFrog has experienced fast growth, expanding their sales and marketing organizations. Bigger teams meant an increased need for standardization of their messaging, and a central place in which to create and share from.

Scaling the program required automating intel collection. Keeping competitive insights in static Google docs and posting on Confluence worked to a point; but without automation to find new intel and automatically share changes as they were discovered made the process impossible to scale.

Maintenance was time consuming. With new intel coming in from multiple sources, including reps in the field, the team couldn't make changes to existing battlecards and positioning docs quickly enough. Manual updates to battlecards became lengthy, bigger projects.

Competitive intelligence ownership was on everyone, including the Exec teams' minds, but nobody had enough time to truly invest in it. A dedicated CI leader was hired to build a scalable competitive enablement program and team, from the ground up.

How Klue Helped

→ **Elevating Insights across JFrog.** Since implementing Klue and growing their competitive enablement program, the Competitive team has increased their visibility across the entire company. The team now presents at strategic Kick-Off meetings and has made Klue a core part of onboarding, so reps know them right from the start.

→ **Competitive Enablement measures of success.** The CI lead at JFrog relied on the Klue Maturity Model to help shape the direction of their program and better understand how to measure its success. They were able to identify the current state, get tips and tools to advance their program and understand how to tie insights to revenue and win rates.

→ **Onboarding & everboarding reps.** Competitive and market intel overviews using Klue became a key component to the on-going JFrog's Sales Academy. Monthly sessions were started to share on-going insights for everboarding reps.

→ **Dynamic insights.** By centralizing all competitive knowledge in Klue, the team created a workflow to quickly find, share, capture feedback and update teams org-wide. Insights were kept fresh, relevant and accessible.

→ **Usage tracking and reporting.** Understanding which battlecards, insights and keyword searches were most frequently used by reps helped the CI team prioritize and focus. Tracking usage and open rates on the weekly Klue digest proved value to sales and ultimately the impact on deal cycles.

Results

The team uses Klue Reports to track usage and launched a Sales Confidence Survey with their reps.

80% of reps use the Competitive team's content in the majority of sales deals

Reps reported a YOY increase in sales confidence when deposing key competitors

Almost 100% usage of Klue

70% open rate weekly Klue digest

71% of reps use Klue when a competitor comes up in a deal

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Klue is super helpful in enabling me to prepare for customer meetings and learn the weaknesses of the competing tools they are evaluating compared to our strengths. The battlecards target my exact needs and are tailored to our customers' use cases. Klue has helped me win numerous deals by quickly surfacing the most relevant information.

Enterprise Account Executive
@ JFrog

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Having Klue is a luxury for any Product Manager, and yet a necessity. This is my first time working with this type of tool and I enjoy using it. I am able to quickly locate relevant insights and information to help me to maintain an up-to-date functional competitive analysis summary using minimum effort.

Product Manager
@ JFrog

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I'm very proud of what we've accomplished. JFrog has doubled in size, and we're helping many teams across 30+ competitors. We've built a competitive enablement program giving sales more knowledge and confidence - and are winning more deals as a result.

Gal Toren,
Competitive Intelligence
Team Lead
@ JFrog

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I've grown the team and have gained a lot of visibility in the company with Klue and the success of our Competitive Enablement program. Klue has become part of almost everyone's onboarding process, so they get to know me right from the start.

Gal Toren,
Competitive Intelligence
Team Lead
@ JFrog