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

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. Dynamic insights which were most valuable to share with reps was a challenge.

Growing company. JFrog has experienced fast growth, expanding its 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 them.

Scaling the program required onboarding new hires. Keeping competitive intel 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 rep inboarding in from multiple sources, including reps in the field, the team couldn’t make changes to existing battlecards and positioning documents quickly enough. Manual updates to battlecards became lengthy, labor-intensive projects.

Competitive intelligence ownership was on everyone, including the Execs’ team’s 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 strategy 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 programs 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 on insights that were most valuable to share and maintain.
- 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 70% increase in sales confidence when deposing key competitors

Almost 100% usage of Klue

70% open rate weekly Klue digest

77% of reps use Klue when a competitor comes up in a deal.

JFrog is a reason 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 applications 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 many of the Fortune 100 companies worldwide.

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

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 strategy 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 programs 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 on insights that were most valuable to share and maintain.

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.

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 70% increase in sales confidence when deposing key competitors

Almost 100% usage of Klue

70% open rate weekly Klue digest

77% of reps use Klue when a competitor comes up in a deal.

JFrog is a reason 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 applications 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 many of the Fortune 100 companies worldwide.

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

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 strategy 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 programs 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 on insights that were most valuable to share and maintain.

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.

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 70% increase in sales confidence when deposing key competitors

Almost 100% usage of Klue

70% open rate weekly Klue digest

77% of reps use Klue when a competitor comes up in a deal.

JFrog is a reason 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 applications 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 many of the Fortune 100 companies worldwide.

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

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 strategy 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 programs 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 on insights that were most valuable to share and maintain.

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.

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 70% increase in sales confidence when deposing key competitors

Almost 100% usage of Klue

70% open rate weekly Klue digest

77% of reps use Klue when a competitor comes up in a deal.

JFrog is a reason 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 applications 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 many of the Fortune 100 companies worldwide.

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

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 strategy 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 programs 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 on insights that were most valuable to share and maintain.

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.