



How Datto's CI Program Increases Win Rates by 15 Points in **Less than 1 Year**

SUMMARY: Datto wanted a very prescriptive sales and marketing program to feed GTM teams on how to position and win against the competition. They had an existing CI tool in place which wasn't meeting their needs, so they replaced it with Klue. In just 1 year, they have seen a 15 point increase in Win Rates (>50% increase), 20% higher ACV and are supporting over 700 sales and product users.

The Problem

The Datto exec team identified their need for a Competitive program. Supporting sales to win was always an objective for the company but field knowledge on how best to position Datto in their landscape was light. The head of Solutions Engineering hired an experienced competitive intelligence expert to build the program and team. The new hire replaced their existing CI platform and began creating a program to deliver and measure insights to sales, and other teams.

- Existing CI platform was difficult to use for content creation and had low adoption
- Pending acquisition, high growth global sales team created a need for better insights
- Broadening competitive intel beyond just marketing content so all sellers can become top sellers
- A need for more prescriptive competitive plays so reps know what to know, say and show to win
- A lack of clear differentiation strategies for reps selling across all 4+ different product lines
- Feature/function battlecards that weren't used in most deal cycles

Why Klue

“ I wanted a prescriptive approach to competitive sales and marketing that gave sellers and technical solution engineers a way to win over the competition. I wanted a way to enable 100's of sellers and eventually 1000's of service providers on a global scale. We had an existing CI tool, but the intuitive nature and ease at which sales plays could be implemented drove our decision to replace it with Klue.

Dan Knight, Senior Director of Solutions Engineering, Datto

The evaluation to replace their existing CI tool began and the team selected Klue for the following reasons:

- Ease of use and intuitive workflow makes it very easy to maintain their competitive content and quickly share in their existing tech stack.
- Best interface and navigation for their end users, making adoption with sales and product teams a success
- Replicating battlecards was fast, allowing them to scale across multiple competitive tiers
- Sharing “bite-sized” competitive content, or sections of the battlecard, as needed
- Well-developed integrations, such as Slack to capture field feedback and auto-respond to competitive questions

“ Klue is the best tool out there to create and maintain competitive content. In a matter of minutes, we can create new battlecards, make quick updates and let multiple teams know. I've now replaced other CI tools 3 times - we ultimately landed on Klue because of the ease of content maintenance, flexibility and having the best support in the industry!

Dustin Ray, Director of Competitive Intelligence, Datto



Results

“ I get massive value using Klue during calls. I ALWAYS have the Klue card for the competitor on my 2nd screen. I use 'Questions to Ask' almost 100% of the time. I also note objections and use that to counter regularly. Insights from Klue are invaluable

Solutions Engineer, Datto

- **15 point increase in Win Rate**, a more than 50% increase in just 6 months
- Sellers using Klue had a **20% higher ACV (Average Close Value)** compared to those who didn't
- In partnership with Klue services, **over 60 battlecards were revamped** with improved content
- **70% confidence rating** in displacing competitors, by Sales and Product users since using Klue
- **77% likely to recommend Klue**
- **Over 700 Sales and Product users** of Klue since launch

How Klue Helped

“ If we didn't enable Sales first, we wouldn't have a Compete program. Starting with sales is the best way to measure the impact of our program and the quickest access to immediate intel that we can share broadly across the org - with product, marketing, Execs. These other teams then help refine the overall competitive strategy. Klue is the apparatus to build our competitive base and create a tightly integrated position on

Dustin Ray, Director of Competitive Intelligence, Datto



Datto's Compete team is part of a 70+ Solutions Engineering team that supports many functions across the organization. The CI lead has made it his priority to best understand which teams to 'target' with the right insights. Using Klue, he took a very structured approach to deposition competitors and revamp battlecard content, including win points, prescriptive prospecting questions, what to demo, objection handling and more.

Competitive insights are rooted in many strategic initiatives at Datto, with Klue giving Datto the technology to enable the entire org:

- Sales and field teams have a centralized competitive resource to find **tactical insights** and share deal discoveries
- Product teams use **Klue product-level battlecards** to better understand what competitors are building
- Product Marketing teams use Klue intel for launch messaging, growth campaigns and competitive roadmaps **to understand the bigger competitive picture**
- The CI team held over 20 training events in 6 months on how to use competitive insights
- The CI team is now more tightly integrated with the Product and PMM workflow, providing critical learnings from their sales support

“ I started at Datto earlier this year and I leveraged the CI team and content to learn the Datto competitive and market landscape. I was able to come up to speed by diligently studying the competition in Klue, getting me through the learning curve quicker.”

Sales Manager, Datto

"The insights and positioning in Klue are gold. I include them in all of my discovery talk tracks."

Product Specialist, Datto

Customer Overview

Datto, a Kaseya company, is the leading provider of global software and security solutions for delivery by Managed Service Providers. Delivered via an integrated platform, Datto's solutions help its global ecosystem of MSP partners serve over 1,000,000 businesses around the world. From proactive dynamic detection and prevention to fast, flexible recovery from cyber incidents, Datto's solutions defend against costly downtime and data loss in servers, virtual machines, cloud applications, or anywhere data resides.