

Partnering with Klue to Scale Competitive & Win More

The Problem 🙄

Hyland lacked a centralized Competitive Intelligence program to track competitors across their multiple product lines and verticals. With ten key competitors and hundreds more in the content services space, individual teams did their own competitive research, creating intel in silos. Proposal Writers required insights to respond to RFPs and Account Managers needed positioning to sell into a complex landscape.

Any intel captured was maintained in static docs, with limited distribution to those who needed it most - Proposal Teams, Sales Leadership, Account Managers and Executives. As a result, their Sales Operations lead, in collaboration with Sales Enablement, began evaluating several competitive platforms and services to address these issues.

Why Klue? 🤔

“ We wanted a competitive program that would help drive revenue, so we were very selective when considering tools to support this. We chose Klue because it fits our enterprise needs.

We’ve been very happy. The Klue team has been with us every step of the way - from evaluation to implementation, and now in helping drive adoption.

Lisa McNeeley,
AVP, Sales Operations & Intelligence

Hyland



A comprehensive search began for a platform that would support their enterprise needs for scale, security and adoption. They chose Klue for the following reasons:

- Superior experience throughout Sales evaluation
- Better visual appeal, ease of maintenance and battlecard flexibility, making it easy to keep insights fresh
- Ease of linking various content areas together, so users could easily find relevant insights
- Security features and a pricing model that supported their enterprise needs

Results 🏆

“ Klue allows us to get up-to-date insights into the hands of those who need it most, as quickly as possible. This has increased adoption of our program, making our new team a trusted resource much faster than we expected. Increased demand for competitive coverage across multiple product lines and the growth of other initiatives meant we needed to expand our team to support this work.

Lisa McNeeley,
AVP, Sales Operations & Intelligence

Hyland



Supporting **900 Sales**, CSM and Executive users with Klue insights

250% increase in attendance of monthly competitive webinars

60% time savings by CI team due to efficiencies gained and reduced sales requests

Increased **win-loss data and proactive feedback** from teams who use Klue

“ I’m most proud of the number of competitors we can effectively monitor, the organization of our battlecard content, and the quality of our win-loss materials. We’ve caught the eyes of our Executives, and are helping multiple teams across the organization - 900 users in Sales, Marketing and Customer Success.

Christian Finzel,
Manager of Competitive Intelligence @ Hyland

Hyland



How Klue Helped 💪

Using Klue’s Maturity Model as a guide, the Hyland team was able to define the objectives for their Competitive Enablement program, and make gains in learning how to compete as a team and as an organization. They created a workflow to find, analyze and quickly share content with Sales and Customer Success, to start, and will enable PMs and PMMs later this year.

“ Klue has incredible ongoing support and adds so much value to our competitive program. We have regular meetings with our Customer Success team about product feedback and competing best practices. Klue support responds almost immediately to all of our questions. We really feel heard.

Christian Finzel,
Manager of Competitive Intelligence

Hyland



It was important for the team to understand what resonates best with Sales and CSMs and to create content that could be tied to revenue impact. A few of the programs implemented:

- Sales confidence survey to measure how effective competitive insights are in onboarding and enablement
- Monthly Compete webinars globally
- Integrating Salesforce win-loss summaries and opportunities to Klue cards
- Bi-weekly Klue Digests to Sales leadership on the state of the competition
- Impact Analysis to measure how the program is contributing to win rates and deal size

These programs have increased the org-wide visibility of the CI program and team at Hyland.

Customer Overview 😁

Hyland provides enterprise content services and management to organizations across the globe, supporting a variety of industries including healthcare, financial institutions, insurance, government, higher education and manufacturing. With 5,000 employees around the world, Hyland is widely known as both a great company to work for and a great company to do business with. More than half of 2020 Fortune 100 companies leverage Hyland products and solutions.