Why Competitive Enablement?

SAS provides industry-specific solutions in advanced analytics and AI software and services, rolling into many different markets, competitors and segments. One of their early challenges was capturing competitive analysis by geography to support their multiple account teams across the globe. Competitive Insights was a lean team, relying heavily on detailed research and information curation, and supporting over 2,000 sellers. They had established competitive analysis tools but were doing a quarterly evaluation of their competitive focus.

They needed to move away from being too reactive on sales requests when competitors came up in deals, and wanted to enable their global teams with curated insights from one central location in Highspot.

The partnership with Klue, Highspot and internal Sales Enablement team has allowed the SAS Competitive Insights team to build:

- Content with Klue 'common practice' templates
- Competitive Intel pages and assets in Highspot
- Sales 'value props,' including backgrounds of sales plays, industries, market outlook, and key competitors, all linking to relevant competitive materials
- Combos of internal-only battlecards and prospect-facing documents, organized by competitors
- Assets such as videos created by PMM Directors, key wins, and links to Competitive Intel landing pages
- Klue Compete News Feed within Highspot

Their Compete program can now support multiple account teams by uncovering new threats from core competitors and analyzing the new entrants into their marketplace. Using Klue and Highspot, they've developed an "information channel" to link Sales with market trends, competitor strategies, and tactics to win.

Working directly with Klue, Steven and his team have created a Compete program with very high adoption:

- Rolling utilization rate doubled from 25% in 2022 to best-in-class at over 60%.
- Marketing and Sales users have increased by over 75% since August 2022.
- Klue Intel Digest engagement grew by over 200%, with 2,500 total interactions in August 2023.
- Increased competitive coverage

The Competitive Insights team made rep adoption their priority when creating their program, and the results have shown. A few tactics include:

- Weekly 'Market Flash' Exec summaries on their compete landscape
- Weekly Klue digest to multiple stakeholders on news about their ‘top of mind’ competitors
- Compete program that’s part of the Sales onboarding process
- Annual “CI update” on how their landscape has changed over the year
- Continuous Learning courses on Competitive Intelligence
- Klue ‘Seller Confidence Survey’ with prompt follow up

With nearly 20,000 employees, SAS is a global Enterprise leader in analytics, empowering and inspiring customers to transform data into intelligence. Through innovative software and analytics, SAS customers and partners around the world use our technology and intelligence to generate greater understanding. SAS gives you THE POWER TO KNOW®.

Choosing Klue and Integration with Highspot

I find Klue extremely helpful in identifying the strengths and weaknesses of our competitor’s products in different environments. It gives me more confidence when negotiating with our own products.

Steven White
SR MANAGER, MARKETING / CUSTOMER, MARKET & COMPEITITIVE INSIGHTS

I’ve had a great experience with the Klue team. We’ve had regular check-ins and they’ve been extremely responsive. It’s been a great contract renewal experience.

SAS Global Account Manager

We use Klue as a great reminder that our Competitive Intel team is here to help, and teams now have a great tool to find insights.

Steven White
SR MANAGER, MARKETING / CUSTOMER, MARKET & COMPEITITIVE INSIGHTS

Customer Overview

With over 25,000 employees, SAS is a global Enterprise leader in analytics, empowering and inspiring customers to transform data into intelligence.

Why Competitive Enablement?

Support Global Sales with timely competitive insights and battlecards

Competible Enablement Program Success

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