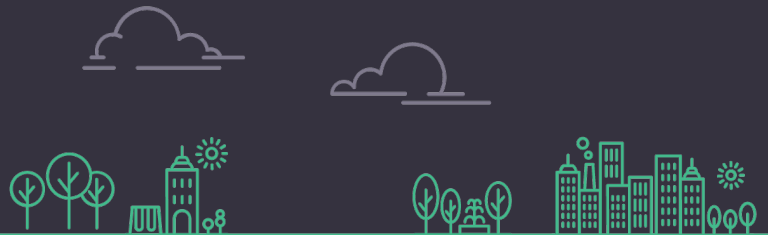# klue

How Klue helped Dell EMC cover 10x more competitors.

"We've gone from covering 12 companies to over 130 with the same team. Klue enables us to cover more competitors and go deeper on the ones that matter. "

Jay Nakagawa
Director, Competitive Intelligence, Dell EMC

DELL EMC

130+

COMPANIES BEING MONITORED. 10x INCREASE FROM 12.

INDUSTRY

COMPUTER DATA STORAGE

HIGHLIGHTS

CHALLENGES

- Maintenance of intel across unconnected workflows.
- Sharing intel throughout global teams and to large partner community.
- Secure management of intel accessible to partner network.

HOW KLUE HELPED

- Integrated workflow.
- Easy collaboration.
- Instant insights.

INTERVIEWED

- Matt Coblentz
  Competitive Intelligence
  Manager, Dell EMC
- Jay Nakagawa
  Competitive Intelligence
  Director, Dell EMC

THE COMPANY

Dell EMC

Dell EMC is about transformation. Their proven history of technical innovation and leadership stands among giants. On a global scale, Dell transforms the needs of people and organizations into opportunity and discovery.

THE CHALLENGE

Effective distribution of competitive content across sales community.

Dell EMC's distributed competitive intelligence team delivers and supports information across their global sales organization. Information about the competition lives in multiple channels, with multiple owners, and across a broad and rapidly changing competitive environment. Effective, timely distribution on competitive content was critical. Also, it was difficult to collect information about the competition across the sales community.

> "
> We have an enormous Sales and Partner community, with a technical, highly complex sales cycle. The CI team is tiny by comparison. Klue gives us a better system to support hundreds of field sales personnel with timely, accurate, curated information about the competition.

To make matters worse, Dell EMC supports a partner community of 10K+ companies. There was no simple, effective way to share key insights outside the firewall. Partners lacked a means to "connect the dots" between marketing collateral from Dell EMC and the sales and marketing collateral from the competitors. Partners would often collect, and create their own materials, which might be outdated, ineffective, or inconsistent with the brand messaging.

Their previous "information radar" tool was costly and lacked utility. It offered no way to cultivate collaboration across a large CI team nor

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did it provide support for partner companies. There was no mobile access or website change detection, and no way to easily create and update battlecards for field consumption.

> " Klue's platform allows us to maintain and push intel to the field without clogging reps email or creating unnecessary "noise". We monitor and track what's working and adjust continuously. Klue is already a huge hit with the field and adoption rate has been astonishing."

HOW KLUE HELPED

A Centralized and Connected Competitive Intelligence Tool.

Klue easily mapped to Dell's sales workflow in SFDC. When a competitor is tagged to an Opportunity in Salesforce, an email is triggered to the sales team with links to the appropriate Klue battlecard. The sales team finds everything they need by reviewing the latest information about the competitors they're up against. On web or mobile.

Monitor What Matters.

The Dell EMC CI team can use Klue's webpage monitoring to track any changes to competitor pages - things like pricing, positioning, and personnel changes. The sales and partner communities can help the curators by providing related web articles with one-click, @mention others, and make group comments that are shared via email. And, Klue auto-searches 3.5M sources daily for relevant alerts. All accessible anytime by the Dell EMC CI team in Klue's web and iOS apps.
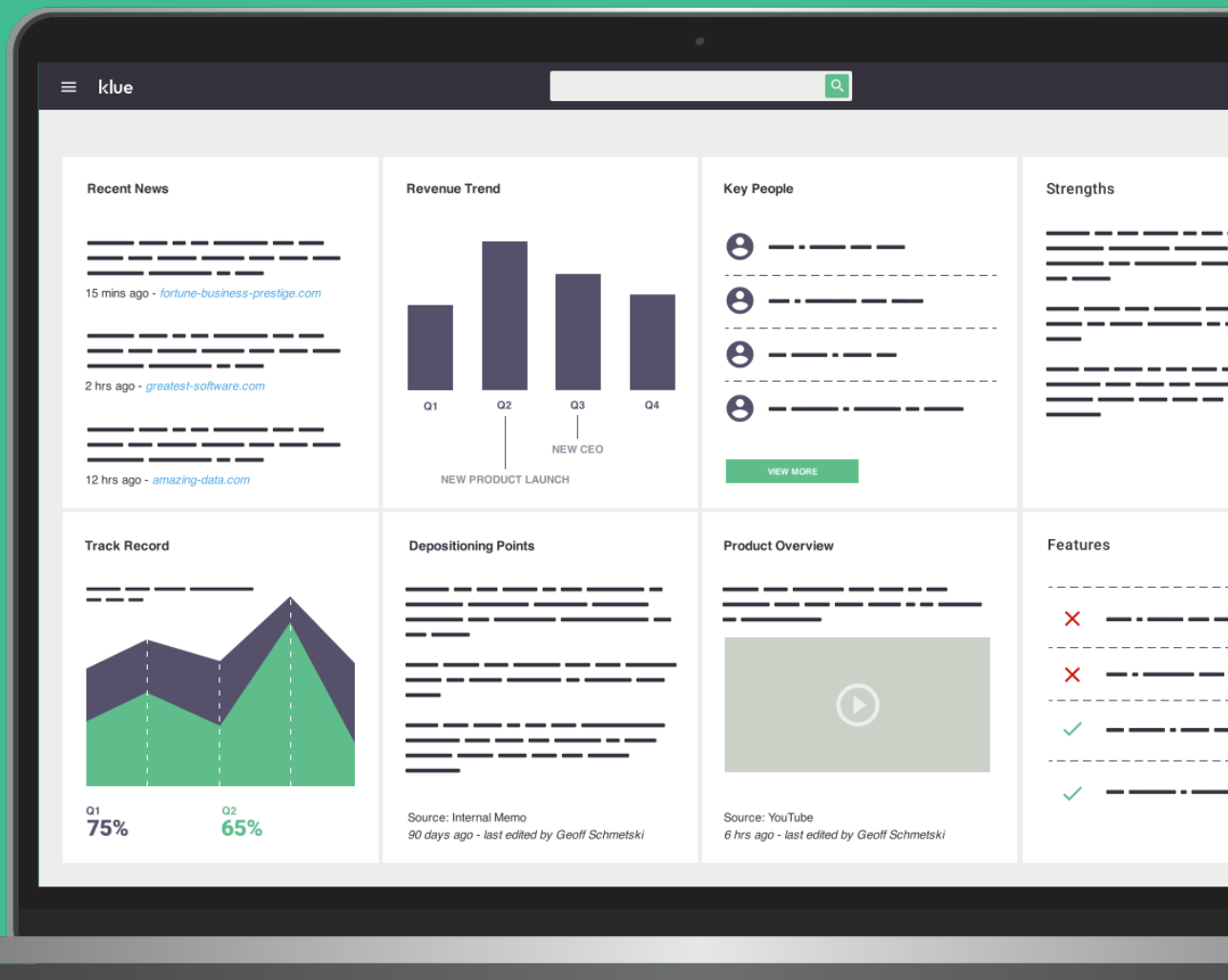
What's Working? What's Not?

The ability to track which battlecards are used gives the CI team real-time insight. This continuous feedback loop builds better, more targeted battlecards that improve through continued use by the sales teams.

Big Results

With Klue, Dell EMC's CI team is able to support a global sales organization with much faster, more relevant intel, without disrupting the current sales flow. Sales and partners trust the intel, and after recently closing a multi-million dollar deal, they recognized the contribution of the CI team's ability to curate and distribute timely information as a significant contributing factor.

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Competitive intelligence collected effortlessly, curated painlessly, and delivered to your teams to win more deals.

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Revenue Trend

Q1 Q2 Q3 Q4

NEW CEO

NEW PRODUCT LAUNCH

Key People

VIEW MORE

Strengths

Track Record

Q1
75%

Q2
65%

Depositioning Points

Source: Internal Memo
90 days ago - last edited by Geoff Schmetski

Product Overview

Source: YouTube
6 hrs ago - last edited by Geoff Schmetski

Features

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