

10x Competitive Coverage with a Centralized CI Team

“ We’ve gone from covering 12 competitors to over 130. Klue gives us the platform to broaden the reach of competitors and dive deeper into the ones that matter.

Jay Nakagawa
Director, Competitive Intelligence, Dell EMC

Overview

Dell Technologies is a unique family of businesses that provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset: information.

The company services customers of all sizes across 180 countries – ranging from 98 percent of the Fortune 500 to individual consumers – with the industry’s most comprehensive and innovative portfolio from the edge to the core to the cloud.

Situation

It was difficult to share across a sales community.

Secure distribution of competitive intel across a large Sales and Partner community

Dell Technologies’ distributed competitive intelligence team was responsible for delivering key insights across their global sales organization. The intel lived on an internal wiki page with static documents in multiple places and with different owners. Their competitive landscape was broad and evolved rapidly after the merger with EMC.

- 1 Timely distribution of competitive insights to sales and partners was critical, yet not all teams could easily access this content.
- 2 Dell Technologies had a large network of over 10,000 partners. There was no secure, effective way to share relevant insights outside the firewall.
- 3 Partners lacked the means to differentiate Dell positioning against Dell competitors.
- 4 Their “information radar” tool was costly and lacked utility. It offered no way to cultivate collaboration across a large CI team nor did it provide support for partner companies.
- 5 There was no mobile access and no easy way to create and update battlecards for field consumption.

“ 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.

Klue helped Dell cover 10x more competitors!

How Klue Helped

Connected Competitive Intelligence

Klue became the single source of intel truth, bringing multiple teams across CI, PM, Marketing and Sales into one, centralized platform. In addition, Klue’s integration with Salesforce allowed key competitive insights to easily be shared with sellers in their day to day CRM tool. The SFDC integration also allowed the CI team to measure the impact of Klue on win rates and revenue, which was crucial for supporting the expansion to other business units.

Centralized CI Team Supporting 9 Business Units

The initial implementation of Klue started with the Data Protection division. Working with Klue’s Client Success group, the Dell CI team was able to measure valuable success metrics, such as increased win rates, shorter deal cycles, and high adoption rates, resulting in the decision to expand Klue across the organization.

The Dell CI function now consists of 60+ content curators in a centralized CI team covering 9 business units corporate-wide.

Support for Enterprise Needs

The CI team now supports 30,000+ employees and 7500+ partner users globally. In addition, Sales Enablement uses Klue for training, onboarding and ramping new users, incorporating feedback from the more experienced reps. This level of scale could not be supported without enterprise-ready features such as SSO, SOC2 compliance, user-based permission and restricted data access.

Results

Klue is a huge hit within the field!

Key Stats

With Klue, the Dell CI team is now able to deliver intel at the right stage of the deal to a very large number of users in a secure, manageable way. Sales and partners trust the intel they receive, and are now more actively sharing back insights and intel from the field.



“ 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.

Arm your teams with the right competitive intel

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What are you waiting for?