

Lean team delivering actionable insights across UiPath

“As disciplined competitive intel practitioners, we needed more than just access to news articles.

Klue’s tool and Compete Strategy team not only made data collection more efficient, but resulted in **meaningful insights for all levels of UiPath, including the Board.**

Justin Grindal
 Director of Product Management
 @ UiPath

Overview

UiPath designs and develops robotic process automation software. The **platform offers foolproof development tools, automation of intricate processes, enhanced control, cloud and on-premise deployment, robust governance, and multiple robots on a single virtual machine.** UiPath was founded in 2005 and headquartered in New York, United States.

Situation

Repetitive questions from Sales in multiple channels

Inefficient collection, lack of curation and a small CI team

UiPath is a rapidly evolving company in a high growth, fast moving industry. In October 2019, they announced an acquisition which significantly expanded their product portfolio and competitive landscape. The platform used by the Marketing team brought in a high volume of news, but most of it being PR-related. Sales pressure was mounting, and the Exec team lacked visibility into the overall market.

Given the changing market, UiPath downsized to a smaller, more specialized team of two to own Competitive Intel, with additional budget used for a platform evaluation.

This newly formed team was facing:

- 1 High quantity of competitive news was “noisy” and mainly PR-focused
- 2 News lacked curation with limited actionable intel to help in sales deals
- 3 Reactive distribution of intel made it difficult to stay connected to the field
- 4 Repetitive questions from Sales in multiple channels, primarily Slack
- 5 Sales concerns that intel was “stale”

“With a lean team, delivering and updating competitive updates to the field can be a challenge. With Klue, we’ve been able to deliver time stamped intel to Sales on a weekly basis, resulting in **fewer repeat requests and more confidence in the intel itself.**”

Chris Janiszewski
 Director of Market Intelligence
 @ UiPath



Klue helped Ui Path increase their coverage by 8X

How Klue Helped

Ease of Collection + Curation

With Klue, the newly formed CI team could easily find critical insights beyond just PR-news. They also had the tools to create concise differentiation points in a consistent template across all of their top competitors. And, although not immediately relevant for reps, intel on lower tier competitors was still tracked by the CI team in draft Klue boards so they were ready to action on it when needed.

Automated Delivery Across the Entire Company

Klue gave the CI team an automated way to instantly share relevant insights to reps, product owners and Execs. This was made easy by instant sharing in apps the company was already using. Klue digests, cards and battlecards were shared in mobile, Slack and Highspot.

Fresh Intel, Higher Sales Confidence

The more frequent delivery of new intel across multiple tools reduced sales concerns that intel was out of date. By seeing who last updated and the time stamp on all battlecards, sellers were confident the intel was accurate and ready to use in their deals.

Increased Competitive Coverage in Less Time

Klue gave the CI team a streamlined, efficient process to not only track different tiers of competitors but to increase their coverage by 8X. Using Klue’s templated cards, draft boards and instant battlecard updates, the CI team was spending less time increasing their competitive picture.

Results

Klue is a huge hit within the field!

Digest + battlecards for company wide communication



Arm your teams with the right competitive intel

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What are you waiting for?

