



## Seismic and Azure are shaking up the traditional sales cycle

Seismic, a comprehensive enablement solution company, is in the business of creating smooth business solutions for sales and marketing teams. The organization's innovation alongside Microsoft technology has led to tremendous success, reporting a 97% growth rate and triple-digit retention rate in recent years.



“Seismic helps align sales and marketing teams. We offer tools that allow marketers to distribute the right piece of content to the right seller at the right time.”

—Jason Fidler, Public Relations Manager,  
Seismic Software

Seismic's business practices are founded on three basic principles:

- superior technology
- unbeatable support
- innovative vision

With these three principles, Seismic's eight years of industry leadership have produced a flourishing business and a client base that is more than satisfied.

### Seismic's innovative vision and unbeatable support

Besides feedback from satisfied customers, Seismic measures success in increased client productivity. For example, if sales professionals are spending time with buyers and driving larger deals more quickly, that spells success for everyone. It's in this way that Seismic's partnership with Microsoft is most beneficial. Azure machine learning capabilities allow sellers to spend less time looking for content. Additionally, marketers are constantly updating content used by sales teams.



**74%** of Chief Sales Officers believe sales people need content to close deals.

In the cases of regulated industries—i.e. life sciences—it's imperative for data to be as up-to-date as possible. Seismic integrated their platform with Microsoft Dynamics CRM, mobile apps, and analytics built on Power BI to help sales teams access the most accurate, effective content and enable them to see how the content performs. Fidler explains, “When our product is working well for customers, sellers are not spending time creating content, and they're not spending time finding content.” Microsoft's technology facilitates and drives sales, starting with how content is created—Office 365 tools—to how it is accessed—Microsoft Dynamics CRM—to how it is uploaded and downloaded on the go—Azure. Microsoft's technology has become an integral part of the Seismic sales and marketing team.



"Content creators, marketers, and those involved can see what's working best, what's not working best, and they can make the improvements needed to make their salespeople the best they can be."

—Jason Fidler, Public Relations Manager, Seismic Software

Every client that signs up with Seismic receives a unique plan that drives towards their sales and marketing goals. The company prides themselves on this personal approach, providing designated teams for each account. Using the Seismic Velocity Program, the client can get a new account up and running in 30 days. The average implementation for similar enterprise software technologies is 5.5 months. **Seismic helps clients average 80% faster.**

### Building Seismic's stabilizing platform on Microsoft's technology

Seismic turned to Azure Cloud to bring their company to life, and they've been using Microsoft products and support to help grow their products ever since. Azure's scalability features and ability to keep up with global organizations made the solution a clear choice for Seismic's solutions. The organization also uses Microsoft AI—soon to be integrated with Microsoft's new Generation AI—and Power BI for improved analytics.

Seismic's solutions also utilize Microsoft Office 365 in lots of creative ways. For example, if a user creates a PowerPoint deck and stores in the cloud, Seismic's software can pull out each element of the PPT deck and store it separately. Those elements can be reused in another deck or as separate elements while being tracked and measured for productivity and effectiveness. Clients can choose to remove elements, decks, documents, etc. from

the cloud altogether if they are outdated or not proving to be useful in sales.

Better collaboration isn't the only benefit to the Seismic-Microsoft partnership—it also translates into huge gains in efficiency. For many of Seismic's clients, quarterly reports need to be distributed on a regular basis. According to market research, reports like these can take about eight days to create. Seismic's LiveDocs Technology®, powered by Microsoft, brings creation time down to one day. With that time saved by the Seismic-Microsoft partnership, sellers are able to transfer their time-savings into more focused relationships with their clients, driving bigger sales.

Seismic's system also transformed business operations for Illumina, a genetic testing company in San Diego. By consolidating their content and providing them with a better system, Seismic's platform—integrated with robust content analytics from Power BI—replaced thousands of repositories with a centralized location that now manages **more than 8,000 files**. Using Seismic's innovative sales and marketing system, Illumina also increased the usage of their sales content by 5-6 times depending on the month. TIAA, a financial services company, used Seismic's streamlined platform to reduce the time it takes them to develop sales decks from 14 hours to mere minutes, while increasing the number of prospective meetings by 225%.

The Microsoft-powered partnership with Seismic is bridging the gap between marketing and sales forces. Fidler says, "Our platform directly connects the two of them, so they become one team. They can work together to drive revenue and help make an impact on the bottom line of their business." With continued technological growth by Microsoft and new innovations by Seismic, there's no limit to how much success Seismic can bring to their customers.



## Snapshot

**Client:** [Seismic](#)

**Location:** San Diego, CA

**Customer Since:** 2010

**Number of Employees:** 200-500

## Key Success

1. Azure supports Seismic's platform.
2. Seismic's platform is integrated with Microsoft Dynamics CRM, mobile apps, and analytics.
3. Seismic's platform uses Office 365 combined with Microsoft analytics.

## Top Benefits

1. **74% of Chief Sales Officers** believe sales people need content to close deals.
2. Seismic has achieved a **97% growth rate**.
3. Seismic helps clients get their accounts up and running an average of **80% faster** than other companies.