Optimize Your Sales Tech Ecosystem Through Strategic Partnerships

Combining the power of Seismic with Microsoft boosts efficiencies and improves the buyer experience

All good marketing is a form of storytelling – and good storytelling conveys a delicate balance of education and entertainment. Master storytellers have the unique talent of communicating a narrative that engages audiences with content that both resonates and inspires. While storytelling is an art form as old as human civilization, product marketing is a relatively nascent discipline that has only truly come into its own in the last two decades.

The popularity of marketing storytelling has exploded, thanks in large part to the interactive nature of the internet – and the proliferation of SaaS. Modern SaaS marketers have embraced digital storytelling, empowered by advances in technology that have facilitated the ability to tell complex narratives across multiple platforms and channels. Despite the multitude of levers required to successfully communicate the value of a digital solution, omnichannel marketing and selling has never been easier.

Consider the 1980's – the dawn of the computer age. Personal computers were generally prohibitively expensive, insanely complex to use, and even more difficult to sell. This was a new market - with no guarantee of sustainability or long-term growth, despite the fact that many businesses were already leveraging PCs in one form or another to help drive business efficiencies and productivity. Plus, marketing to the potential home user was a tough nut to crack - as the most affordable form of advertising was print - which not only limits visibility, but also limits the breadth of the story that can be told.

Don't forget, back in the '80s, marketers had one page to tell a story. There were no clicks for further information and no opportunity to request more information, a demo, or a call-back. Marketing and selling computers was hard, but one company, in particular, made it look easy.

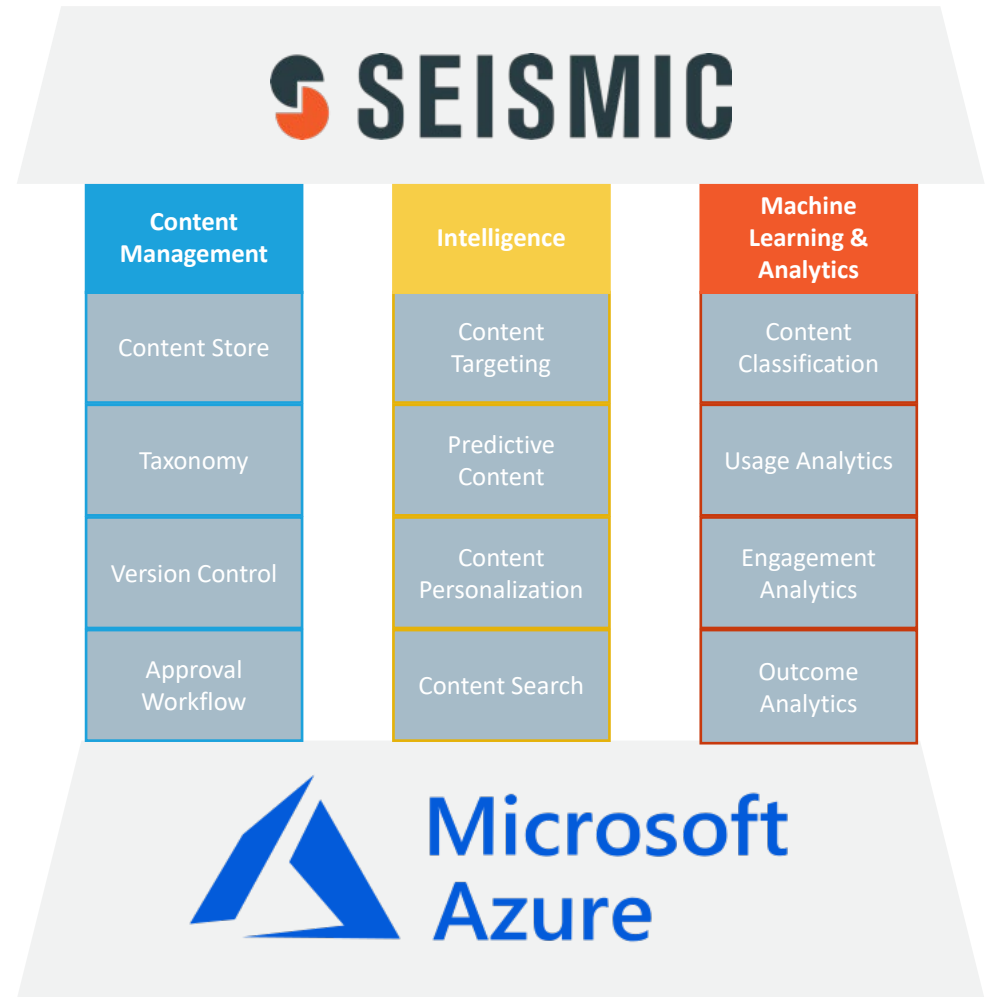**Check out this Microsoft print ad from the 1980's on the next page…**

At first glance, the ad may look text-heavy and under-designed. But, read closer and you'll see why it's a near-perfect example of concise and informative product marketing storytelling. Every headline speaks to the overall value of Microsoft products – and every text blurb succinctly communicates the global scale and extensibility of the Microsoft ecosystem. Words like value, efficiency, usability, compatibility, are all still used today to tout the benefits of software.

So, have marketing and sales storytelling really changed that much? If the same framework from the above ad were employed today, would it still be effective at communicating the value and extensibility of Microsoft's partnership ecosystem?

Let's test it out using Seismic's eight-year co-selling/ co-development partnership with Microsoft as our storytelling theme…
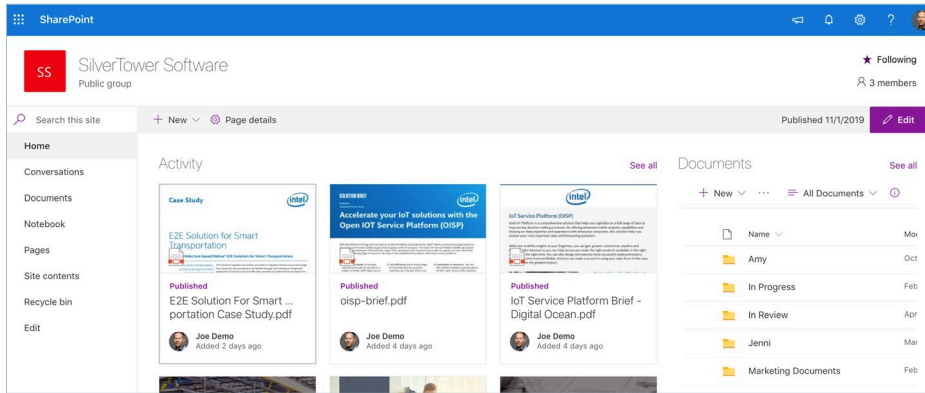
MADE FOR EACH OTHER

Seismic was born on Azure and is 100% Azure-based, which empowers seamless interoperability with virtually the entire Microsoft ecosystem. The Azure Cloud Platform is the business-critical core of Seismic's Compute Infrastructure and touches every element of our Storytelling Platform, powering our entire stack's capabilities in Data Storage, Search, Analytics, Media Services, Data Flows, and Machine Learning. As a result, we're able to supplement our world-class 365/24/7 customer support with the bedrock infrastructure of Microsoft's Global Foundation Services (GFS) which oversees a worldwide network of data-centers operating under the most stringent guidelines for security, systems monitoring, and incident response. At a micro-level, Azure fuels the cross-platform permissioning that governs available content and actions down to the object level across the Seismic suite of Microsoft integrations.

Content Management	Intelligence	Machine Learning & Analytics
Content Store	Content Targeting	Content Classification
Taxonomy	Predictive Content	Usage Analytics
Version Control	Content Personalization	Engagement Analytics
Approval Workflow	Content Search	Outcome Analytics

Microsoft Azure

POWERFUL SIMPLICITY

Modern sales enablement and marketing orchestration require automation of rote business processes to increase time savings across teams and geographies. Seismic's Gold partnership with Microsoft allows us to tap into PowerAutomate to drive efficiencies within our Storytelling Platform through the automation of activities that are common to sales/marketing workflows. In addition, the combination of Seismic and PowerAutomate can be applied to a library of cloud-base applications, facilitating cross-product interaction for even greater workflow acceleration.

Sellers and marketers can simplify their lives even more with the Seismic + SharePoint integration, which automatically synchronizes Seismic content and metadata with existing Sharepoint repositories.

https://docs.microsoft.com/en-us/connectors/seismic/

BETTER TOOLS

Microsoft's Modern Workplace roster of products is the most widely adopted set of productivity tools in the digital age. The combination of Office, Outlook, and Teams is pervasive across global enterprise businesses, so Seismic's commitment to our integration partnership focuses on making the best tools better. Seismic's WorkSpace integrates with Office Online to deliver a powerful combination of collaboration and co-authoring capabilities, including real-time, simultaneous editing of files by multiple users. Our Microsoft Teams application allows Seismic content to be searched and surfaced as part of chat collaboration, while data from that shared content can help drive future strategy and execution. Similarly, Seismic for Outlook places content precisely where sellers need it, when they need it – as part of a seamless email workflow aligned to the buyer's journey, with content recommendations driven by historical engagement analytics.

"I love Seismic for Outlook! What an amazing tool! All you do is program your content in Seismic and once you're sending an email - you can put the content directly in the email! I love being able to see what piece of content was looked at, how long, and on what medium."

- DAN COLACHICCO
  DIRECTOR OF COMMERCIAL REAL ESTATE, TEN-X
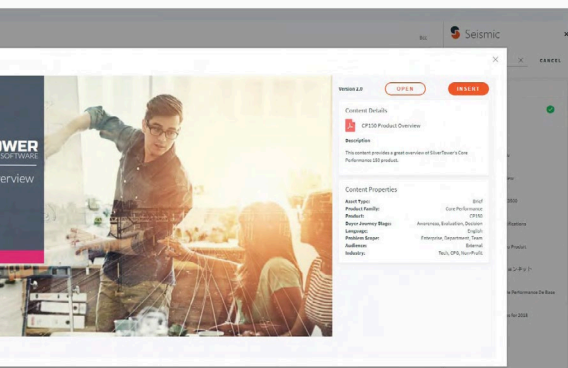
Outlook

Seismic for Outlook enables sellers to find the best content faster, share it with prospective buyers, and follow up at the right time with the right collateral. Sellers don't miss prime opportunities to share useful, targeted content, and they don't waste time searching, switching apps, and wondering when and how they should follow up.

Microsoft Teams
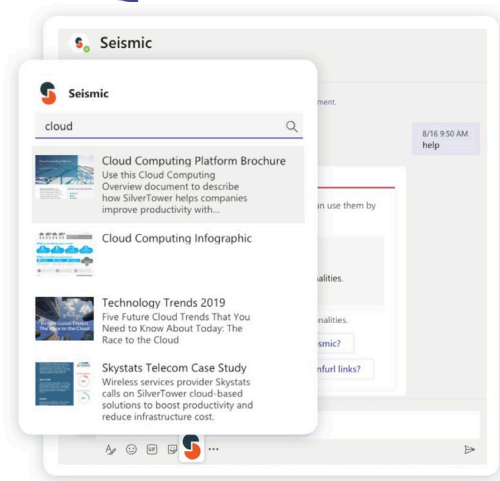
Seismic's Teams app eliminates the need to switch back-and-forth between platforms to share content amongst groups. The integration between the two products centralizes communication, organizational updates, best practices, and relevant materials directly within the sales team's workflow leading to greater alignment, efficiency, and agility in daily processes.

Office 365
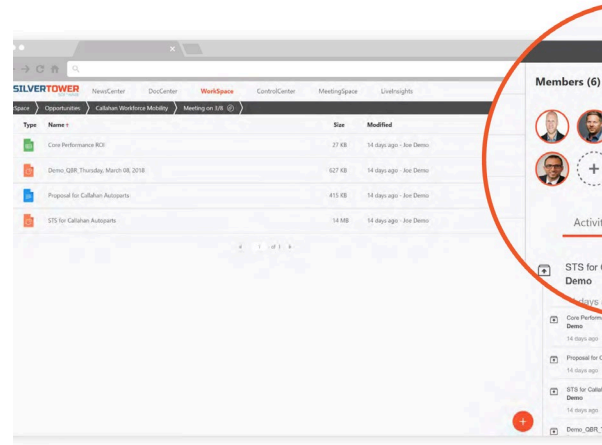
Powerpoint, Word, and Excel files open seamlessly within a fully functional embed in either Seismic's Sales Enablement Cloud or your CRM of choice. Team members can collaborate on the same files, at the same time driving transparency, efficiency, and cross-discipline alignment.

USER ORIENTED

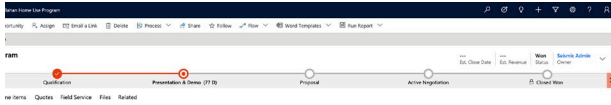**Seismic was built, first and foremost, for sellers.**
Microsoft Dynamics is recognized by the world's top analyst firms as a leader in the CRM space. Our partnership has created the most robust, user-centric sales-tech integration in the space.

The entire Seismic product experience lives within Dynamics, intimately aligning marketer and sellers in the distribution and measurement of sales-focused content. Do you want predictive content recommendations within the context of a specific opportunity or contact? The Seismic/MS Dynamics integration has got that. It also has document personalization powered by CRM data, so proposals and contracts can be automatically generated based on the data that lives within Dynamics. The icing on the cake - the Seismic integration with Microsoft Dynamics improves CRM adoption by keeping sellers within a single product experience and generating opportunity, account, and contact-specific content that minimizes searching and maximizes productivity.
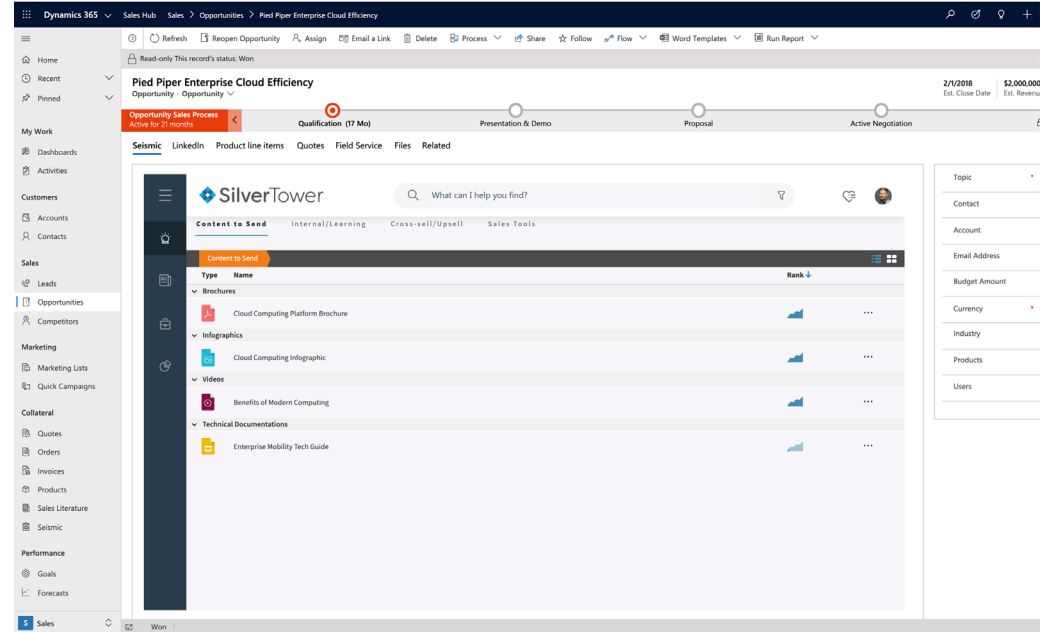
Seismic's predictive content engine harnesses the power of data to find and showcase the most relevant content for the seller, the buyer, and the stage of the buyer's journey.
Content and messages are strategically organized by tabs to help sellers find assets fast, make informed choices, and quickly deliver content to prospects.

Without even opening content, sellers can easily see what is recommended and why. Preview information points sellers toward the most effective content, with LiveInsights data on usage, popularity, seller, ratings, buyer attention, and buyer interest, as well as Marketing rank based on contextual data from the Microsoft Dynamics record.

Data from the Microsoft Dynamics record also streamlines the process of personalizing content. With LiveDocs technology, Microsoft Dynamics data integrates automatically. Sellers simply choose from curated options to build highly relevant and impactful content.

Ultimately, all successful SaaS partner programs are built on a foundation of collaboration, strategic alignment, and a shared passion for innovation. Our partnership with Microsoft empowers go-to-market teams with simple, seamlessly integrated, usable tools that help to amplify a brand's sales and marketing storytelling capabilities. This technological marriage unifies enterprise tech stacks to boost efficiencies and improve the overall buyer experience.

Click here to request more information about Seismic's partner program.

Click here to learn more about why Seismic was a 2019 Microsoft Partner of the Year Winner.

Click here to request a demo of the suite of Seismic + Microsoft integrations.