

Wind River Delivers Content and Messaging at Reps' Moment of Need Using Allego

INDUSTRY: Software | COMPANY SIZE: 200+ | LOCATION: United States

The Challenge

A 40-year old software company, Wind River decided to revamp its message and sales process. This required the marketing and enablement teams to help the reps re-learn how to present the existing sales presentation content, brochures and thought leadership material, as well as learn how to present the new content.

As a result, the enablement and marketing teams began seeking new ways to support the sales force with the new and existing sales content.

Solution

-  Mathew Hill, Senior Director and Head of Global Enablement, helped develop a multimedia library of sales content for distribution through Allego. With Allego, Wind River's reps also gained the ability to precisely track customer engagement with the sales materials.
-  Leveraging Allego's sales playbooks, the company surfaced the right content at the right stage of the sales process within Salesforce.
-  The company captures and shares "companion videos" for some of the printed sales content in order to help reps improve their conversations with customers. The videos offer guidance on how to structure their presentations, etc. "We'll give them 60 seconds, 90 seconds or 120 seconds on a topic, and we'll package the printed content and videos together," says Hill. "It's a game changing approach."

“What I really like about Allego is that we now surface the right content at the right stage of the process within Salesforce, featuring explainer video context so reps know how to deploy it properly.”



Mathew Hill
Senior Director, Head of Global Enablement
WNDRVR

Results

With Allego, Wind River has driven greater adoption of sales content and messaging, reduced the need for solutions consultants to attend every sales meeting, and shortened sales cycles.

