

CASE STUDY:



# All On-Board

Leader in converged infrastructure solutions uses RO Innovation ReferenceView™ to support reference-based selling and sales enablement to drive nearly \$100 million in revenue.



# Supporting Explosive Growth



Converged Infrastructure is a hot commodity in today's tech marketplace. According to IDC, total worldwide spending on converged infrastructure is growing at 32.8% annually and will reach approximately \$14.37 billion in 2017. Few companies have embraced unifying computing, storage, and networking capabilities quite like VCE. The pioneering company boasts the market's only true converged infrastructure solutions, garnering industry attention, while attracting a litany of high-profile customers around the world. For the past two years, VCE has experienced greater than 50% year-over-year demand growth, earning more than half the market, and recently surpassed \$2 billion in revenue for its products and services.

However, VCE's success in accelerating the adoption of converged infrastructure and cloud-based computing models also meant dramatically accelerating its sales and marketing hiring to keep pace with demand for its solutions. At the same time, sales and marketing leaders needed to find ways to quickly train new personnel and educate them about the library of customer reference information and marketing assets available to help generate brand awareness, differentiate value and close deals.

"Our sales force grew rapidly in 2014. As a result, we needed an effective way to bring each member on board and up-to-speed," says David Resnic, VCE's Global Customer Success Program Lead. "RO Innovation's ReferenceView™ is an incredible platform for connecting our entire sales staff to the materials and content they need to hit the ground running."

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**David Resnic**, *Global Customer Success Program Lead, VCE, Inc.*

## CHALLENGE:

- Increase visibility of Customer Success Program
- Educate and motivate a fast-growing sales force to use sales enablement resources
- Shorten path to essential sales support materials
- Provide the foundation for changing organizational sales philosophy

## SOLUTION:

VCE is using ReferenceView™ to connect sales personnel with relevant, high-impact sales support assets and train them how to leverage customer experiences for more meaningful interactions with prospects.

## BENEFITS:

- Trained a rapidly-growing sales force
- Program directly affected nearly \$100 million of revenue
- Increased visibility of and excitement about Customer Success Program
- Helped transition organizational sales philosophy from feature-benefit to story-based selling

# The Right Content at the Right Time



**VCE** has relied on ReferenceView™ since January 2014 as the foundation of its customer reference program. The cloud-based reference management solution, which VCE calls Reference Central, has helped VCE marketers gather customer reference intelligence and streamline the processes for developing and housing customer-oriented marketing materials such as customer success stories, video testimonials, customer press releases and news stories, and other assets.

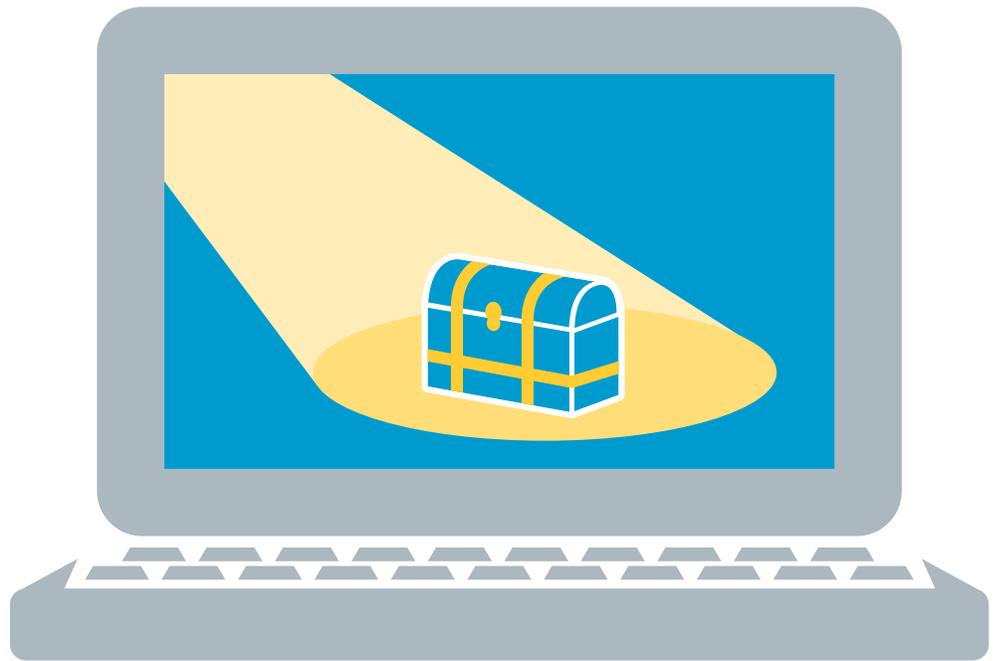
One key advantage of ReferenceView™ is that it enables VCE leaders to quickly adapt virtually any aspect of its portal to fit the company's evolving needs and better align VCE's sales and marketing operations. Resnic and his team leverage the solution's flexibility to fully customize intranet landing pages, workflows, and search functionality to shorten the path its sales and marketing team members take to vital customer reference information and marketing assets.

**“It is important for the health of our business to make navigating the system intuitive. We strive to make it easy for new and existing employees to find exactly what they need, when they need it,” Resnic says. “ReferenceView™ lets us tailor our homepage and navigation with easily identifiable icons, buttons, and distinguishable colors that dramatically improve the user experience and deliver one-click access to the most relevant information.”**

*-David Resnic, Global Customer Success Program Lead, VCE, Inc.*



# A New Way to Sell



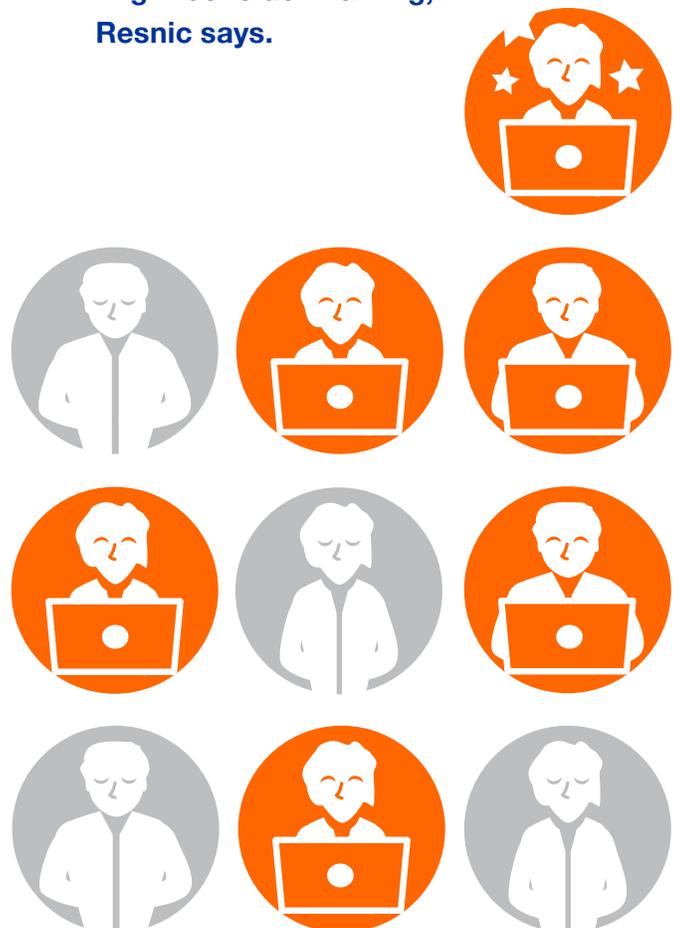
**R**eferenceView™ has also played a pivotal role in helping VCE reimagine its sales resources training program and onboarding efforts. The software seamlessly integrates with VCE's major customer relationship management (CRM) system and marketing platforms, creating a powerful learning environment that helps drive awareness of VCE's Customer Success Program and motivates sales and marketing employees to participate.

For example, Resnic's team combined ReferenceView™ with an email marketing solution to produce a dynamic multimedia communication about a "Watch & Win" contest aimed at educating VCE's sales team how to use ReferenceView. The email to the global sales force featured

embedded links to short video tutorials discussing the core functions and the types of powerful content contained in VCE's Reference Central portal.

Program managers tracked in real time how many employees had accessed the messages and which content they'd viewed, and entered participants into a random drawing for attractive prizes. "We wanted a fun, creative way to increase the visibility around our Customer Success Program that fell outside of what most people might consider training," Resnic says. "ReferenceView™ allowed us to build an easily managed, incentive-based program for educating our sales staff and moving our organizational goals forward."

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# Creative Selling,

**VCE**'s expanded use of ReferenceView™ as a sales enablement and onboarding tool has had a profound impact on the company's sales operations and beyond. The response has been overwhelmingly positive.

"With Reference Central, account teams have access to healthcare references and collateral, 24/7," says Chris Mohen, healthcare vertical lead. "The Customer Success team's 'Watch & Win' contest made it easy to get the most value out of the tool."

Others have offered similar praise for the platform in making their daily responsibilities easier to manage. "I appreciate being able to sort and download customer quotes; it is quick and easy," says Jeff Siteman, senior manager of Global Marketing Campaigns & Demand-Gen Programs. "I'll be using that feature of Reference Central regularly."

More importantly, the program has also delivered tangible returns on the company's investment. "In the last year, our efforts have directly affected nearly \$100 million in revenue," Resnic says. "This achievement is the direct result of the flexibility ReferenceView™ gives us in finding creative approaches to sales enablement. As we promote our program more, we expect to have an even greater impact on the business and really show how valuable ReferenceView™ is to the selling process."

Looking ahead, Resnic's goal is to continue growing the Customer Success Program community and finding new, inventive ways to further enhance the sales process with technology.

"Whether it's a mobile app that makes it easier to find and share sales materials on the road or creating new tasks and rewards to foster engagement, we know we're onto something big," he says. "ReferenceView™ has made it possible for us to think outside the lines of traditional reference programs and change the path of our company for years to come."



# Big Returns

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## About VCE

VCE delivers a broad range of converged infrastructure solutions for enterprises and service providers globally that dramatically reduce the cost of IT, improve time to market and accelerate the adoption of hybrid cloud computing models. Based on best-of-breed compute, network, storage, data protection and virtualization technologies, VCE solutions provide the infrastructure foundation for horizontal applications, vertical industry offerings and application development environments, enabling customers to focus on innovation and business outcomes instead of integrating, validating and managing IT infrastructure.

## About RO Innovation

RO Innovation accelerates our clients' sales cycles resulting in increased revenue, and provides intelligence to drive smarter marketing spend. Through our SaaS solutions and services we leverage the voice of the customer, enabling sales and marketing organizations to deliver the right content at the right time throughout the buying process.

**For more information visit [roinnovation.com](http://roinnovation.com)**

