



All of us from Tegile are delighted to roll out Kaybus. It has made it extremely easy for our sales team needs to effectively compete in the marketplace.

— Narayan Venkat, Chief Marketing Officer, Tegile



Customer Success Story



Challenges

Tegile Systems, founded in 2010, is the leading provider of flash storage systems for databases, virtualized server and virtual desktop environments. The company has won numerous awards including Storage Company of the Year at SVC Awards, Best-in-Class Provider in DCIG's 2014 Buyers Guide for Midrange Hybrid Storage Arrays and most recently was named a Visionary in Gartner's 2014 Magic Quadrant for General-Purpose Disk Arrays.

Although Tegile has experienced exceptional sales growth, the company continues to face fierce competition in the fast-moving storage market. Competing with large established players such as NetApp, Dell and EMC, Tegile has had to be to agile, aggressive, and innovative in their product offerings as well as in their go to market strategy. As an organization, Tegile needed to not only deliver superior products but also to grow and develop a highly effective sales team.

To meet the demands of the sales team, there was a need for additional sales enablement tools and new marketing materials. Collateral and documents were shared amongst the team via email attachments, with the original work files saved on individual drives. As the team grew, Salesforce.com Libraries and Google Drive became the go-to repositories to house sales assets. Additional types of files i.e. video were added into the mix, and were saved on various other systems. At the time, there was no real strategic organization and management of the company's knowledge assets.

As the company began to scale, there was an increased need to quickly onboard new employees and point them to the appropriate resources to help them do their jobs. An example of one way the company got the team up-to-speed was by getting the sales team to learn product information and assimilate thought leadership ideas by having them to view previously recorded sessions of presentations made by Tegile executives.



Results

After launching the Kaybus knowledge automation platform, Tegile was able to increase sales preparedness for its team and wasted less of a sales person's time. Supporting a sales team of 150 people, Tegile's marketing team used to get inundated with requests for collateral, presentations and competitive material every day. Responding to these requests took a significant amount of time that could otherwise be used to generate more sales tools. With Kaybus in place, requests from the field have effectively dropped to zero. Today, the Tegile sales teams across the globe have immediate access to relevant documents and marketing materials to help them in the sales process. Additionally, the Kaybus knowledge automation platform can now provide management with a way to track who viewed the shared information in order to improve sales training to its team.



New Tegile | Capabilities

Shared and Recommended Knowledge for Global Teams

Sales and marketing content is surfaced to the entire Tegile Sales team across the globe. The system delivers relevant and timely content to each of the sales reps and provides valuable recommendations based on latest updates, and also peer usage, and alerts users when new, relevant content has been published and updated. The Kaybus platform provides easy access to company knowledge and is intuitive to use.

Video Content Usage

Tegile has taken advantage of the video transcription and accompanying integrated search capabilities of Kaybus to be able to share the latest training videos with the sales team. Webinars and technical demos are viewable and highly discoverable on the Kaybus platform. In addition to finding the right video, users are now able to jump directly to the exact section in the video when they are searching for a specific topic.

Knowledge Analytics

To ensure that the shared knowledge is being assimilated, Tegile is able to take advantage of the publisher dashboard and campaign analytics to determine whether the sales team has reviewed product updates prior to sales pitches and customer calls. This is particularly useful to Tegile's growing marketing team to align content creation to the types of assets the sales team actually uses.



Kaybus Solutions for the Enterprise

Sales

Kaybus equips your Sales team with the latest information on your product or your prospect and helps them close deals in less time. The Kaybus knowledge system understands what they need and provides them with the appropriate content right when they need it, allowing Sales to stay focused on driving revenue.

Marketing

Kaybus enables your Marketing team to distribute the newest collateral to the Sales team to ensure a successful product launch. The Kaybus knowledge system identifies knowledge gaps and surfaces the best product marketing materials that will make the Sales team the most successful.

Customer Service Marketing

Kaybus provides your Call Center team with the most up-to-date information to help resolve service calls quickly and satisfactorily. The Kaybus knowledge system determines which pieces of content in your knowledge base are the most effective, allowing your Call Center to stay focused on customer support.

Tegile is...

A leading provider of intelligent flash storage arrays. The company's mission is to accelerate the transformation of enterprise IT by changing the performance and economics of enterprise storage. Their flash storage arrays, with patented IntelliFlash architecture, deliver high I/O and low latency for business applications such as databases, server virtualization and virtual desktops. Tegile's customers achieve business acceleration and unmatched storage capacity reduction.

For more information:

<http://www.tegile.com>

