



Industry: Technology

Headquarters: London, England

Company size: 2,200

Integrations: Seismic Learning

"The success of any technology implementation depends on the people involved. Building strong partnerships with the vendor early on is essential to ensuring a smooth and successful rollout. We chose Seismic because they demonstrated their commitment to providing us with the support we needed to be successful quickly."



Nick Saunders

Senior Director, GTM
Productivity
Mimecast

Going live with Seismic in under 90-days

Challenge

Mimecast used a competing sales enablement platform for 4 years primarily focused on content management. As their business matured, they needed a more robust platform to drive their vision for customer engagement. They chose Seismic's Enablement Cloud for its enablement and engagement platform, learning and development tools, content insights, and integrated learning available to users where they work.

Solution

Mimecast focused on people, internal partnerships with marketing, and content architecture for a successful implementation. With Seismic's help, they simplified their content, identified champions, and drove adoption.

- By leveraging a strong governance and content strategy combined with Seismic's solution consulting team, Mimecast simplified their content assets, reducing them from 4,000 to 1,200 pieces.
- Internal champions and early adopters were identified early to help drive adoption and address questions from other users. These champions, which included the top 10% of sellers, created credibility and spread the word about the benefits of the new platform. For Mimecast, enablement is a key part of driving change, but bringing champions along for the ride is critical.

Mimecast went live with Seismic to over 1,000 internal users with dedicated live training, Slack channels for Q&A, and short e-learning modules. "Seismic is designed for the end-user meaning access was virtually seamless on Day 1. It was easy for them to get up to speed quickly," said Saunders, who spearheaded the implementation of Seismic.

Results

Seismic's partnership and service were key to Mimecast's successful implementation. The Seismic team continually challenged Mimecast to optimize the platform and was dedicated to its success.

"We're hearing stories all over the company about people using Digital Sales Rooms without us prompting them that they need to be used or used in a certain way. This is good organic usage of the platform," said Saunders.

With Seismic, Mimecast is changing the way people work through the self-driven capabilities for end users -- marking this transition as a greater win for the enablement team.

90

**Days to go live
with Seismic**

60%

**Business users
using LiveSend**