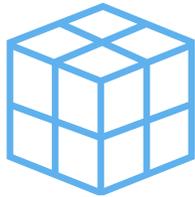




Partner with Champions

# Earn Trust & Keep Everyone on the Same Page



## The Challenge

**Attivio** is a software company specializing in enterprise search solutions and unified information access (UIA). A typical sale can span 6+ months.

Keeping everyone synched as new players join in the conversation is critical. Attivio was looking for a way to keep all stakeholders on the same page to accelerate action.



## The Solution

Attivio selected Postwire to manage content for sales to personally share with their clients and prospects.

According to Drew Smith, senior director of marketing at Attivio:



Postwire enables our sales team and their internal champions to get our message in front of the entire decision-making team, consistently and without having the same meeting over and over again.



## The Results

**Fewer deals stalled or lost to “no-decision”!**

By providing only the most relevant information, personally organized in a way that’s easy to consume and share internally, Attivio’s sales reps now stand out from the competition and make it easy for their internal champions to look good and drive decision making.

Postwire’s real-time alerting and engagement tracking keep Attivio’s reps’ fingers on the pulse of the deal, enabling adjustments and course corrections before it’s too late.

# Postwire Example



**Attivio Project Resource Page**

Share This Page  
Comments

**Proposal FINAL 2013-9-12**  
**Attivio Proposal**  
Posted 5 months ago by Alejandro Quiroga

**Attivio Comp. Analysis**  
Competitive Analysis  
Posted 3 months ago by Alejandro Quiroga

**Alejandro Quiroga**  
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September 3, 2013  
**Attivio Competitive Analysis:**  
**Attivio Competitive Analysis 2013-9-3**  
Posted 6 months ago by Alejandro Quiroga

**Video: Insight Into the World of Human-Created Information**  
Posted 5 months ago by Alejandro Quiroga

**Attivio Time to Value and Skill Sets 2013-9-12**  
Posted 5 months ago by Alejandro Quiroga

**Attivio POC Overview - 2013-9-3**  
Demonstration of Active Supply Chain Intelligence

**Attivio Presentation: Big Data Overview by Rik Tamm-Daniels**

**Case Study (Predictive Analytics)**  
SUCCESS STORY

## Notes:

Here's an example of using Postwire to create one place for sharing supporting project information over the course of a multi-month sales cycle. The visual representation of content makes it easier to bring new people up to speed at a glance.



## Tip:

As the amount of information grows over time, collapse aging or categories of information into Collections. You can do this in edit mode by dragging a case study, for example, on top of another case study to form a group or Collection.

**Earn your buyer's trust, over and over again.**

Sharing an awesome white paper here and benchmarking study there is not enough. To truly add value, personally explain the relevance of reading each piece of information and implementing the ideas.