

## KLUE FOR COMPETITIVE INTELLIGENCE

with Matthew Coblenz,  
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### CI CHALLENGES

- Maintenance of intel across unconnected workflows
- Sharing intel throughout global teams and to large partner community
- Secure management of intel accessible to partner network

### HOW KLUE HELPED

- Integrated workflow
- Easy collaboration
- Instant insights

*"We have an enormous Sales and Partner community, with a technical, highly complex sales cycle. The CI team is tiny by comparison. Klue gives us a better system to support hundreds of field sales personnel with timely, accurate, curated information about the competition. "*



DELL EMC is about transformation. Their proven history of technological innovation and leadership stands among giants. On a global scale, DELL transforms the needs of people and organizations into opportunity and discovery.

### *DELL EMC CI team delivers big win with Klue*

Dell's distributed competitive intelligence team delivers and supports information across their global sales organization. Information about the competition lived in multiple channels, with multiple owners, and across a broad and rapidly changing competitive environment. Effective, timely distribution on competitive content was critical. Also, it was difficult to collect information about the competition across the sales community.

To make matters worse, Dell EMC supports a partner community of 10K+ companies. There was no simple, effective way to share key insights outside the firewall. Partners lacked a means to "connect the dots" between marketing collateral from Dell EMC and the sales & marketing collateral from the competitors. Partners would often collect and create their own materials, which might be outdated, ineffective or inconsistent with the brand messaging.

Their previous "information radar" tool was costly and lacked utility. It offered no way to cultivate collaboration across a large CI team nor did it provide support for partner companies. There was no mobile access or website change detection, and no way to easily create and update battlecards for field consumption.



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### *How Klue helped*

#### **Centralized and Connected**

Klue easily mapped to Dell's sales workflow in SFDC. When a Competitor is tagged to an Opportunity in Salesforce, an email is triggered to the sales team with links to the appropriate Klue battlecard. The sales team finds everything they need by reviewing the latest information about the competitors they're up against. On web or mobile.

#### **Monitor What Matters**

The Dell EMC CI team can use Klue's webpage monitoring to track any changes to competitor pages—things like pricing, positioning and personnel changes. The sales and partner communities can help the curators by providing related web articles with one-click, @mention others, and make group comments that are shared via email. And, Klue auto-searches 3.5M sources daily for relevant alerts. All accessible anytime by the Dell EMC CI team in Klue's web and iOS apps.

#### **What's working? What's not?**

The ability to track which battlecards are used gives the CI team real-time insight. This continuous feedback loop builds better, more targeted battlecards that improve through continued use by the sales teams.

#### **Big Results**

With Klue, Dell EMC's CI team is able to support a global sales organization with much faster, more relevant intel, without disrupting the current sales flow.

Sales and partners trust the intel, and after recently closing a multi-million dollar deal, they recognized the contribution of the CI team's ability to curate and distribute timely information as a significant contributing factor.

*"Klue's platform allows us to maintain and push intel to the field without clogging reps email or creating unnecessary "noise". We monitor and track what's working and adjust continuously. Klue is already a huge hit with the field and the adoption rate has been astonishing."*

*"We've gone from covering 12 companies to 54 with the same team. Klue enables us to cover more competitors and go deeper on the ones that matter."*

