



OutSystems leaves
Highspot for Seismic's
more efficient
Enablement Platform



OutSystems **takeaway** from Highspot

BACKGROUND

OutSystems had been using Highspot for over five years, but when their renewal came up, they felt constrained by Highspot's inflexible pricing and lack of a cohesive enablement stack. This prompted a review of their scattered tools for learning, coaching, and content management, highlighting a need for efficiency and a unified solution. A disappointing PoC with Highspot's learning and coaching tools, coupled with better features and pricing offered by Seismic, led OutSystems to switch to Seismic for a more integrated and efficient enablement platform.

CHALLENGE

The lack of a cohesive enablement stack led to inefficiencies. Highspot's user experience for learning and coaching was poor, complicating both user adoption and administrative management especially with a downsized team. These issues collectively pushed them to seek a more integrated and efficient solution.

REASONS TO SWITCH

1. Tech stack consolidation to improve efficiency
2. Dissatisfaction with Highspot coaching and learning user experience
3. Limited integrations with Salesforce and Workday
4. Highspot's platform can be resource-intensive and time-consuming to manage.
5. Highspot's predictive content capabilities are not as effective as Seismic's.



USE CASE

- Onboard new team members
- Coach Team Members



USE CASE

- Streamline manual tasks
- Organize content effectively



USE CASE

- Automate content production
- Measure enablement impact

ONBOARD NEW TEAM MEMBERS

HOW HIGHSPOT MISSED

Learning

- User experience was not friendly and made it challenging to drive adoption
- Creating and assigning lessons was a difficult administrative task
- Highspot's tools were not scalable or effective for growing needs

Seismic outcome: *GTM Efficiency*

- Provide new hires the ability to access all onboarding information in one place
- Track new hire progress through the onboarding process
- Easily develop and deliver role-based lessons
- Shorten ramp-time and drive teams to competency and productivity quickly

COACH TEAM MEMBERS

HOW HIGHSPOT MISSED

Coaching

- Inadequate tools for scoring and assessing learners' performance and progress within the platform.
- Highspot's coaching tools were challenging to use, resulting in low engagement and missed coaching opportunities.

Seismic outcome: *GTM Efficiency*

- Build winning teams with holistic coaching plans and skill development.
- Get the insights and analytics you need to create improvement plans based on skill or learning gaps.
- Build confidence through real-life practice scenarios prior to a live customer interaction.

STREAMLINE MANUAL TASKS



HOW HIGHSPOT MISSED

Integrations

- Highspot did not offer the level of predictive content features that Seismic provided, which was crucial for enhancing the effectiveness of sales teams
- Salesforce integration did not seamlessly blend with seller's workflow, making it cumbersome for sales teams to use.
- Highspot's integration with Workday was not robust enough to handle user group management and other automated processes efficiently. This led to increased administrative workload.
- Highspot did not offer seamless user management capabilities within Workday, complicating the process of keeping user data synchronized between systems.

Seismic outcome: *GTM Efficiency*

- Write-backs and streamline workflows
- Surface best practices and repeatable actions
- Seismic's integration with Salesforce and Workday drives greater value

Resources:

[Learning & Coaching Pillar Hub](#)

ORGANIZE CONTENT EFFECTIVELY

HOW HIGHSPOT MISSED

Content Management

- Predictive content in Highspot/Salesforce integration was not effective, creating added work for sellers to search through the repository to find the content they needed
- Poor tagging capabilities and inconsistent organization, each 'Spot' required separate tags

Seismic outcome: *GTM Efficiency*

- Make finding content simple for sellers
- Integrated tech stack allows users to work in the system they are most familiar with and easily find what they need
- Integrate content with context, streamlining the tech stack and delivering all the team needs through one platform

AUTOMATE CONTENT PRODUCTION

HOW HIGHSPOT MISSED

Content Automation

- Automation for personalizing content was extremely limited (seller name, company logo)
- Admins needed a way to simplify presentation customization while tracking content usage

Seismic outcome: *Operational Optimization*

- Our platform helps enablers to centralize and automate content management
- Our unique, industry-leading one-to-many architecture provides users the flexibility to quickly discover and personalize content, so they don't create from scratch and supports organizations of all sizes and scales as they grow.
- Easily develop, approve and control content accuracy while making it easy for sellers to find content
- Sellers can focus on high value activities

Resources:
[Content Automation Hub](#)

MEASURE ENABLEMENT IMPACT



HOW HIGHSPOT MISSED

Analytics

- Difficulty in creating and tracking comprehensive onboarding checklists to monitor new employees' progress through their learning journeys.
 - Evaluating the overall efficiency improvements gained from using multiple disparate tools for enablement.
 - Connecting training and enablement activities directly to sales performance and outcomes made it hard to justify the ROI of the enablement tools and demonstrate their value to the organization.
- Seismic outcome: *Operational Optimization*
 - Understand what's working and what's not
 - Surface best practices and repeatable actions
 - Drive bigger deals and win rates
 - Seismic's integration with Snowflake drives greater value

Resources:
[Enablement Intelligence Hub](#)

Resources:
[Sales Content Management](#) & [Slide Pack](#)



Why Seismic

USER EXPERIENCE

- Excellent user experience (UX) for both end users and administrators. This was crucial for improving engagement and ease of use.
- Strong integration capabilities with Salesforce and Workday. This allowed for seamless automation and better alignment with existing systems.

UNIFIED SOLUTION

- Seismic's learning and coaching tools were more advanced, offering features like scoring, onboarding checklists, and practice tools, which **Highspot's** solutions lacked.
- Unified content and learning platform. This eliminated the need for multiple disparate tools and streamlined operations.

OUR PEOPLE AND SUPPORT MODEL

- The Seismic account team was consistent, supportive, and transparent throughout the evaluation process, which built trust and ensured a smooth transition.
- Seismic's team proactively engaged with OutSystems, offering to meet specific needs and demonstrating a genuine interest in their success.



Use in these situations

SALESFORCE INTEGRATION

Next step:

Connect with the Salesforce rep to collaborate, get a reference from them

What to share: [Salesforce Integration](#)

What to ask:

- How is content surfaced to a seller in Salesforce today?
- Do reps need to manually associate content usage to opportunities and contacts?

SUPPORT ROBUST LEARNING AND COACHING

Next step:

Understand how the customer is currently delivering learning and coaching

What to share: [Leveraging the Best Learning](#)

What to ask:

- How is training delivered today?
- Is your learning program adapted to the different ways your team learns?

UNIFIED PLATFORM

Next step:

Understand how the customer currently deliver content with context

What to share: [The Enablement Cloud, A Unified Platform for Engagement & Growth](#)

What to ask:

- How are sellers accessing content today?
- Is content in the same area as training or are they two separate systems?
- Are you looking to reduce swivel chair experience? Switching through multiple tools to find what a seller needs?

Thank you.

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