



What sets Seismic apart



Seismic Content Management

- Scaled architecture and governance model
- Provide end users access to the content relevant for them and their role
- Personalized content is only visible to the user who personalized it, or those who that user has explicitly given permission to see

Content Analytics

- Close the loop between content and business impact by easily merging your content performance and CRM data, right within Seismic.
- Access the insights you need quickly with pre-built dashboards
- Customize your visualizations with detailed filters
- Drill down into data for a more granular understanding of any given data point to answer follow-up questions

Automated Admin Workflows

- Dynamically pull content into Seismic
- Apply meta-data in bulk
- Automated content distribution to Playbooks, Profiles, & Salesforce
- Curated content experiences based on role, BU
- Auto apply expiration dates
- Auto apply approval process workflow

Seismic Learning

- Quickly search and discover Seismic Learning + Seismic Content in one place
- Putting learners first is our #1 value, create highly engaging training and coaching **they'll love**
- **Easily create content that's easy for learners to consume and retain**
- Train customer-facing teams across the entire enablement journey from onboarding to continuous learning

Digital Sales Rooms

- **Easy to use drag n' drop microsite design tool**
- Co-branding and custom messaging
- Organize content intuitively for buyers
- View, comment, tag or post questions and discussions on each piece of content
- Securely log in via email or LinkedIn

Superior Salesforce Experience - with over 1000+ customers live on **Seismic's** Salesforce integration

- Prescriptive playbook surfacing
- Full functionality from everywhere
- Opportunity workspaces
- Native content editor
- Robust logic to support strategic use cases (like cross sell / upsell opportunities)

Measuring the Value of Seismic...



Bulk Edit, Manage, and Update Content

Apply metadata, change content owner, set expiration date, etc. across multiple assets from one view.

Dynamic Content Views

Dynamically pull lists of assets based on meta data so you can intuitively manage content at scale. For example – Pull a list of case studies, in a specific industry, that you're the owner of.

Live Sales Playbooks

Dynamically populate sales playbooks with relevant assets based on content metadata logic and user permissions.

Version Control

Keep track and house all previous versions of an asset within content manager, ensuring no duplicates and that all assets available to end users are in fact the best performing pieces.

DIY Dashboards & Analytics

Flexible content performance and usage dashboards that allow you to derive real insights from how GTM teams are using content, how it's resonating with various buyer groups, and influencing sales cycles.

Automated Report Distribution

Deliver insightful reports on how teams are leveraging Seismic and the content inside the system with no manual processes.

Custom Salesforce Fields

Bring in Salesforce data fields like Industry, buyer persona, sales stage, etc. into Seismic's analytics suite in order to understand how content is performing for YOUR business.

Federated Search

Seismic clearly distinguishes between marketing published assets, and other users personalized materials, ensuring your content library doesn't balloon out of control and slow users down.

Automated Content Audits

Based on usage data, Seismic can automatically deliver reports on which assets you should review, unpublish, or keep based on usage data.

User Search Data

Automated reports on what GTM teams are looking for so marketing and enablement can fill the gaps and support end users effectively.

Custom Revenue Attribution Models

Create realistic, custom revenue attribution models to gauge content performance and it's influence on deal cycles and revenue.

Native Integration with Outreach.io, SalesLoft, and Groove

Unique tracking engagements for sellers, which allows them to cast a wide net, truly understand who is interested in learning more, and follow up with a timely, personalized message to lock down meetings and generate opportunities.

In App Deck Customization

Ability to let end users edit applicable assets right within Seismic. Why does this matter? Because once users download content out of the system you lose all visibility into what they're doing to assets. (Beyond mixing and matching slides)

Digital Sales Room

Engage customers and prospects with personalize microsites and keep communication centralized using the chat feature in microsite.



Topic	Function	Seismic	Highspot	Seismic Value
Content Upload	Easily add and sync files or folders to your tenant.	Adding and syncing content to your Seismic tenant is quick and easy. Being able to sync content at the folder level saves time. Apply metadata, change content owner, set expiration date, etc. across multiple assets from one view.	Highspot does not have the ability to upload whole folders or sync at the folder level.	Easier administration that saves time.
Content Management	Rules based approach to associating content to pages and profiles	With our rules-based approach to content management you can automatically associate content to profiles and pages which automates the publishing of content to the right people and places. This ensures that the latest and greatest content is always reflected everywhere that sellers need to discover it, without added work on the content manager's behalf.	From an admin perspective, content management is a very manual process in Highspot. Content needs to be published to the primary "Spot" in which it should live and bookmarked on any page on which it should be served up. What we find is that this is a very manual effort for the admin because if this workflow is not accurately followed, content in "Spots" are at risk of being inaccurate.	Streamline workflow with a "set it and forget" rule-based approach to content distribution.
Administration of tenants	Library management with dedicated roles for users and admins	Easily build pages with templates and convenient tools for adding and updating metadata in individual files and in bulk. Pre-publishing review, collaboration, and approvals. By providing a dedicated area to upload, tag and publish content Seismic provides greater flexibility and ultimately makes the workflows faster once everything is set-up. Resulting in an effective platform that sellers want to use.	Highspot likes to say that sellers and admins have the same view to make it easy, when in fact it makes it harder. Without the ability to globally manage content across the tenant, admins are left with a lot of manual work. Without a global view to content, tags alongside profiles, admins are left with added manual work to control content being added and shared across the tenant.	Increase seller adoption with strong content management and version control.
Sales Readiness	Deliver learning and coaching in the flow of work	Seismic Learning is an all-in-one solution for learning, coaching, and skills development built for the entire enablement journey. Accelerate readiness with custom learning paths and real-life practice scenarios and improve performance with holistic skill assessments that address individual needs, delivered at scale.	Highspot has been developing their training and coaching platform for ~2 years but lack the ability to deliver a full-scale learning platform. We have heard from prospects that Highspot is still building out a training and coaching program that is robust enough to add real value.	Develop high-performing teams while scaling 1:1 coaching across a team.
Insights	Understand content usage, trends and performance	Work smarter using correlated metrics across content, people and processes. Content and team performance to understand what delivers the best outcomes. With Seismic's OOTB dashboards, easily see results and quickly share with key stakeholders	Highspot analytics provide aggregated views of what is viewed and shared or 'pitched'. Scorecards are by topic (content, rep, team, etc.) and don't provide a holistic or actionable view across a whole initiative. This requires the admin to assemble the data from various scorecards which is a manual effort.	Take insights to the next level with Seismic dashboards and click in to dive deeper into the data.

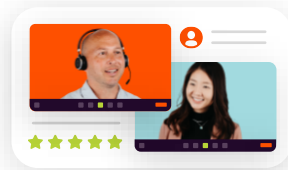
Topic	Function	Seismic	Highspot	Seismic Value
Programs	Empower customers to manage and optimize their enablement initiatives	To help enablers be more strategic and demonstrate their impact on the business, Seismic Programs empowers enablers to launch, optimize and report on their initiatives from one place. Programs includes templates to quickly set-up and track a new initiative, 3 structured dashboards for quick access to the most relevant insights and the ability to deep dive for more details, easily connect data from Seismic Learning and Seismic for Meetings, if they are part of your tenant, to provide a full view into programs. Programs significantly reduces the time to insights and ensures every member of the GTM team is working in sync and be able to quickly course correct if needed,	Highspot announced their Initiative Scorecard in Fall of 2023, intended to analyze leading indicators to initiatives in a unified view. They are still in the process of delivering the various 'leading indicators' scorecards that will be summarized in their Initiative Scorecard. These include the Team Scorecard intended to scale managers' and teams' coaching efforts, the Rep Scorecard that tracks completion of training and Content Scorecard that tracks content usage and buyer engagement with content.	Programs significantly reduces the time to insights, making it possible to measure and optimize programs and track against business goals
Meetings	Power better customer experiences by ensuring sales teams effectively prepare, present and follow-up on every meeting	Seismic for Meetings uses modern technology and AI-driven data to provide a streamlined workflow to improve the quality of meetings. Generates meeting summaries of talk time, common topics and AI generated topics, content presented and next steps. Prep: Find content, personalize, collaborate with team & practice presenting Present: Seamlessly present content, capture key topics, answer questions and access additional content without pausing Follow-up: Capture action items, automate follow-up, one-click DSR creation A content driven meeting solution.	Highspot Meeting Intelligence ingests meeting recordings to generate transcriptions of keywords and pre-set topics, track talk time and follow-up actions. Allows enablement teams to use real-world, external-facing meetings to gain coaching insights in seller's skills and expertise and identify coaching opportunities. Admins leverage Rubrics and Lessons to assess skills and address gaps. Admins provide examples of 'what good looks like' to assess sellers' submissions on skills.	Enable sellers to come prepared and excel in every meeting and gain insight into content usage and performance in meetings.
Copilot	An AI-enablement assistant that handles behind the scenes work	Aura Copilot surpasses standard LLMs because it is based on your content and evolves as you release more content or update existing content. Aura Copilot seamlessly integrates with your current workflows to reduce manual tasks and maximize productivity. Generative Search instantly find answers without digging thru content, get content recommendations. Admins can streamline their work with generate content descriptions, update content properties in bulk, create lessons from content (if using Seismic Learning), streamline playbook creation.	Highspot Copilot provides instant answers when searching for content and generate descriptions for content. The Generative AI digital assistant allows you to equip, train, coach and analyze actions of your team. Leveraging OpenAI to review deal info, content in Highspot, and meeting recordings to automate tasks such as meeting follow-up, email creation, find content in Spots, feedback on presentations when submitting a Practice session. Learners can generate quizzes on content in the library to be sure they can present in a meeting. Copilot generates lists for an item in Spot to help with organization.	Improve productivity across your GTM team



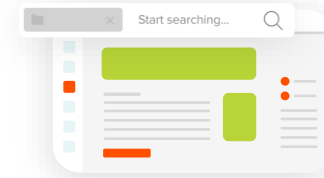
Why customers choose Seismic



Unified, modern platform to streamline workflows



Most extensive services and customer success expertise



Purpose-built enablement tools to strategize, organize, and activate



Actionable insights to improve performance



Easy, powerful personalization and buyer experience tools

Recognized industry leadership



Leader in **EVERY** major enablement analyst report

2,000 customers of all sizes and industries

1,200 employees in locations across the globe