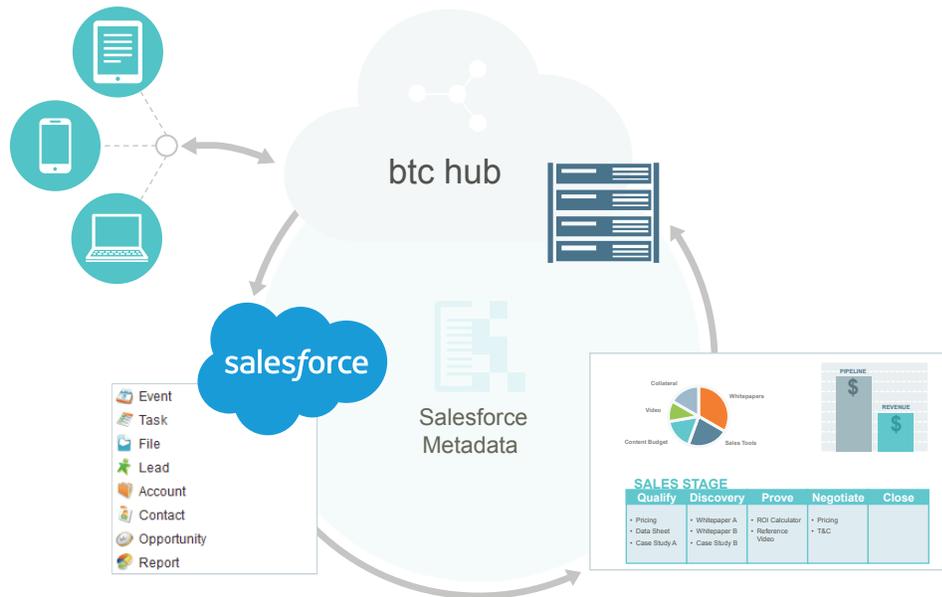# bigtincan®

**bigtincan hub™
and Salesforce**

Enhancing the Intelligence and Synergy Between Workflows, Content & Sales Expertise

As the content-centric marketing discipline gains momentum, the challenges and opportunities for sales and marketing grow as well. In considered B2B purchase cycles, access to valuable content and knowledge becomes the foundation of a well orchestrated, managed sales process. bigtincan hub's tight integration with Salesforce helps you keep everyone on the same page – *and* gives you unmatched insights into the effectiveness of your content at any given stage of the sales process.

Integrating Content and Activities

Actions

- Populate Activities from bigtincan hub in Salesforce
- Set Tasks in SFDC
- Recommend best content to use based on opportunity sales stage

Impact Analysis

- By Sales Stage Utilization
- By Opportunity Value
- By Revenue

Using Salesforce Open Query Language (SOQL) and Salesforce-approved methods, bigtincan hub transparently shares information and processes with Salesforce.

When a sales rep uses bigtincan hub (using single sign-on) and has particular content assets (documents, video, audio, forms, .PDF, presentations, etc.) to be distributed to a sales prospect, they can send it out directly from bigtincan hub. This is automatically posted in Salesforce (at the Contact, Account, or Opportunity record), documenting that the specific content that was and what was opened by the prospect. Using bigtincan hub check-in feature, content that was presented during the meeting is also logged back to the Salesforce record.

bigtincan can also set up a reminder for follow-up activities in Salesforce. Sales reps working in Salesforce can see a list of new or recommended content assets to use for opportunities at a particular sales stage. This is automatically populated in Salesforce by bigtincan hub.

Content is also synched back to bigtincan hub in near-real-time so any updates made to the Contact, Account, and Opportunity fields are reflected in bigtincan hub.

- Capture "share" activities in bigtincan hub at the contact, account, or opportunity level.

- Set follow-up activities & reminders in Salesforce automatically based on those sharing activities.

- Attach call notes from bigtincan hub to a contact, account, or opportunity in Salesforce.

- Log all activities for showing and sharing content automatically from within Salesforce.

- Integration with Salesforce Chatter gives you notifications of new assets in bigtincan hub.

- bigtincan is also integrated within the Salesforce user interface, so recommended content appears right in the Salesforce screen.

Turning Activities Into Sales Intelligence

Thanks to its bi-directional integration, bigtincan hub provides a complete audit trail to easily see what assets are being used by sales reps, when they're used, the size of the sale opportunity, the stage of the sales cycle, and the ultimate sales outcome (and when).

Scanning that data and metadata, bigtincan hub uses a series of algorithms and analytics to correlate activity in Salesforce with the content assets you manage in bigtincan hub. As a result, you can find the commonalities among successful sales reps and successful sales cycles across products, regions and more. You can rank your content and see what's working, what the ROI is, what needs work, what to eliminate, and what to expand.

- **Point Reps to Best Content Assets** – Present content recommendations to sales reps based on content that has historically performed well with that type of prospect at that stage of the sales cycle – right from within Salesforce. *If it's a $500-750K opportunity in the hospitality industry, and the prospect has been a sales-qualified lead for two months,* **this** *white paper,* **this** *webinar invite, or* **this** *case study are the right assets to share with the prospect.*

- **Learn From Your Sales Experts** – Turn your organization into a learning machine. bigtincan hub can show you what your expert sales reps use in their successful sales cycles. Learn from their sales wins – and use that insight to "coach up" lower-performing team members. In this way, your top performers aren't only helping themselves and your company – they're helping their peers as well.

- **Tie Content to Stages** – Find out which assets work best at what stage of the sales cycle Conversely, find out if the wrong asset at the wrong time shows a history of derailing an active opportunity.

- **Calculate the ROI** – Open rates and other metrics are far less compelling to savvy marketers. The real holy-grail is the link between an asset and the sales revenue that it supports and accelerates. You can see which content assets are associated with specific deals. Marketers now have insight into content utilization and value, mapping content to the impact it's had on the opportunity pipeline & revenue. Now, you'll see that the $20,000 analyst white paper impacted $5 million in pipeline opportunities and $2.5 million in the last year. That quickly points you to the activities you'll want to expand. And the opposite is true. bigtincan shows you the non-performing content assets that are candidates for optimization, retirement or de-investment in the future, helping the marketing department to maximize its program budget's impact.

Reporting Dashboards

bigtincan hub presents a series of visual metrics, reports, and indicators that show you new perspectives on your assets and sales cycles.

Content IQ: Measure Content Utilization & Value
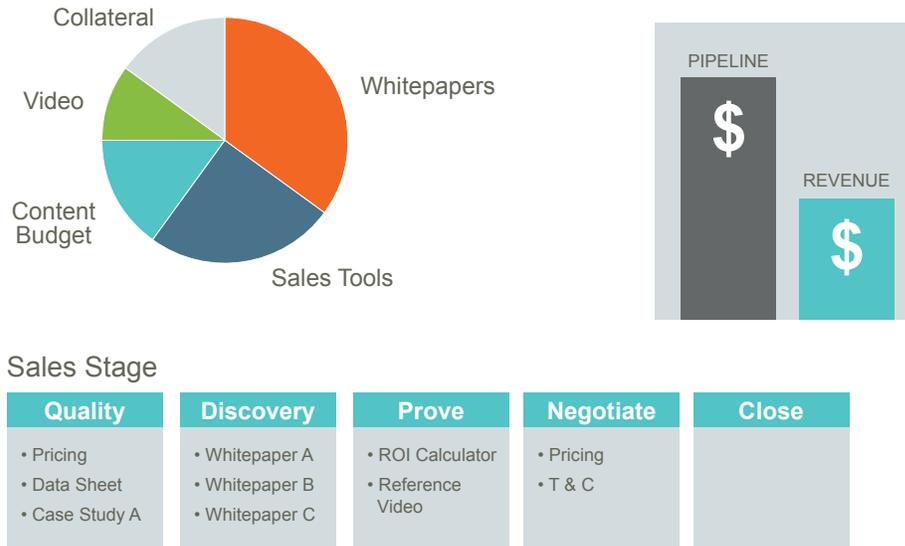
CMO and marketing operations content classification, budget allocation and pipeline/revenue influence

bigtincan Reporting Dashboards

- **Utilization by sales stage and step:**
  - Utilization by most accessed/least accessed
  - Sortable by content classification type

- **Impact reports:**
  - By opportunity pipeline (selectable by stage and field value)
  - By revenue (selectable by stage and field value)
  - Historical reporting

- **Searchable reporting by input fields:**
  - Categorization (content category classification: sales tools, collateral)
  - Cost of production by asset/piece
  - Product line/business unit
  - Agency/production firm
  - Historical trend reporting

- Custom reporting dashboards

- Data exports for reporting in different formats

- Scheduled report generation

Why bigtincan?

bigtincan transforms the way that sales and service organizations access, interact with, present and collaborate on content, as well as how they engage with customers when using their mobile devices.

bigtincan® transforms the way sales and service organizations access, interact with, present, collaborate on and share content, as well as how they engage with customers when using their mobile devices.

bigtincan hub™ 5.0 is an integrated, intuitive mobile sales and service enablement platform that automatically delivers the content that a workforce needs to do their job, organized in the context needed for their role or task, delivered in the right time frame directly to their mobile device, with all the automation and productivity tools needed to work with content. bigtincan hub helps sales and service organizations better engage customers with content, enabling them to sell and service more. Organizations around the globe, and across all industries, rely on bigtincan hub to ensure the productivity of their mobile workforce when using their mobile devices and make every customer interaction count.