


## Qvidian

 Vendor that emerged from the May 2010 merger of Sant and Kadient

Drives greater sales productivity through proposal and RFP response automation, sales playbooks and content management

Analytics engines that support both the content and playbook modules enables tracking and analysis of readiness assets on sales outcomes

Improving sales productivity is at the heart of all sales readiness applications; reducing the time and effort reps need to create high-quality buyer messages requires a robust knowledge management repository capable of supporting multiple forms of communications. Qvidian addresses this need with its sales readiness platform.

Qvidian is the new name for the company formed by the May 2010 merger of Sant and Kadient. Sant had long been the leader in request-for-proposal (RFP) automation, while Kadient offered a combination of content management, playbooks and analytics capabilities. Kadient also offered the Pragmatech proposal management application, which will now be retired, and migration paths provided to Qvidian's proposal offering.

Three Qvidian sales readiness modules are now available on an annual per-user subscription basis. For \$495, Sales Playbooks & Analytics provides preassembled collections of content, information and tools – also known as playbooks – that are aligned with stages of the sales process. For \$795, Proposal Automation enables reps to create custom proposals or work with response teams to address complex RFPs and requests for information (RFIs). Finally, Content Library allows reps to search for, personalize and rate specific content assets, and identify appropriate subject matter experts (SMEs) that may be able to provide additional

selling help. This module can be purchased as a standalone product for \$295, or is automatically bundled with Sales Playbooks & Analytics.

### TECHNOLOGY AND VISION

The presence of functionality is a dimension that SiriusDecisions uses to evaluate a vendor's offerings; in addition, vendors must demonstrate the functionality is capable, and have a vision for continuous improvement. Our analysis of Qvidian around these components follows:

- *Technology presence.* The engine that forms the underpinnings of the Sales Playbooks & Analytics module tracks usage and impact of readiness tools and content, then ties them to stages in a typical sales opportunity. In addition to traditional search and customization of collateral and content, this module identifies the content author and relevant SMEs; however, it does not allow the author/SME to maintain a Web page for social interaction. For those organizations only interested in a better sales content management system (rather than using the playbook concept) Content Library is a competitive content tool that also will provide detailed reporting and analysis of how often content is used. Proposal Automation simplifies the workflow for complex proposal creation and RFP/RFI responses, and allows access to

### VENDOR AT-A-GLANCE: QVIDIAN

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#### Client Roster

Bank of America  
CA  
Cisco  
Dell  
Ortho Clinical Diagnostics  
Wells Fargo

#### Operations

Revenue: \$11MM-\$25MM  
Employees: 85  
Global Presence: Australia, EMEA  
Key Industries Served: Business Services, Financial Services, Healthcare, High Technology, Telecommunications

proposal templates and common content generated in Microsoft Word for editing. It also searches for answers to common RFP questions, and allows proposal teams to assign questions to team members and track their responses.

- *Technology capability.* Sales Playbooks & Analytics essentially provides “guided selling” capability to b-to-b organizations. Marketing teams create sales playbooks by sales cycle phase that provide reps with preassembled collections of relevant content based on specific sales milestone activities. The analytics capability provides insight into the sales process by triangulating content/tactic usage with sales milestones and conversions, enabling sales readiness leaders to identify where opportunities are breaking down, and helping marketing leaders to target content and sales managers to coach reps. Proposal Automation’s wizard-driven interface walks users through complex proposal generation processes and delivers a higher-quality document with appropriate corporate branding and messaging. Collaboration capabilities power the RFP/RFI engine, allowing SMEs, product specialists, business services and financial team members to maintain their content and participate in individual customer responses.

- *Vendor vision.* The Sant-Kadient merger assembles a complete set of readiness capabilities under the Qvidian banner, and positions what were individual players to better compete in this rapidly evolving application market. With an already-dominant position in the proposal space, Qvidian executives have stated the company is focusing more of its development efforts on the Sales Playbooks & Analytics module. Qvidian is also working to develop mobile capability, enabling the application to reside on handheld and tablet platforms, as well as improved social enablement to foster deeper levels of communication and collaboration.

## ESSENTIAL ELEMENTS

As important to features and functionality is a vendor’s ability to deliver and implement its solutions. Our analysis of Qvidian along this dimension that we call “essential elements” is as follows:

- *Integration.* Qvidian can function as a standalone, on-demand application or it can be integrated with Salesforce.com and Oracle CRM On Demand. Integrating Qvidian Sales Playbooks & Analytics with sales force automation enables content/presentations to be stored in an opportunity tab for future reference or for team-selling

situations. The inclusion of pipeline data with playbook analytics creates a new set of sales productivity metrics.

- *Training.* Qvidian offers a full suite of implementation and training capabilities, ensuring deployments within 90 days assuming customer content and processes are ready. It partners with leading sales methodology and training companies, as well as sales messaging and tools providers.

- *Support.* Qvidian offers both online and telephone-based support as part of its subscriptions, with business hours from 4 a.m. to 8 p.m. Eastern time. For an additional charge, support can be available 24x7. Qvidian also offers private onsite or online training services for an additional cost. Once a subscription is operational, technical support, account management and online community support address most needs.

- *Best practices.* Qvidian operates a strong Proposal Automation user community, left over from its Sant and Pragmatech days; as the Sales Playbooks & Analytics module evolves, a more fledging community will continue to grow. An annual user conference also delivers success stories and best practice sessions. Finally, embedded coaching capabilities in the Playbooks module provide reps with real-time strategic, tactical and content direction as they pursue opportunities.

- *Vendor viability.* Sant has been in the proposal automation space for more than 25 years. Kadient (and its predecessor, Pragmatech) also has a long history with proposals, and has been competitive with its sales readiness capabilities. As with any private company, we recommend securing references as part of your due diligence.

## THE SIRIUS DECISION

Qvidian’s blend of Sant’s leading proposals automation capabilities and Kadient’s playbook and analytics differentiates it from competitors (e.g. Savo, iCentera) that offer strong sales readiness and collaboration capabilities but do not compete in the proposal automation space. The alignment and integration of content, knowledge and coaching to the sales cycle with embedded analytics will appeal to organizations focused on sales effectiveness and looking to measure impact on productivity. While the two core modules serve different requirements, their combined capabilities can be considered an upgrade over static sales information portals or other content management applications.