

# What is Ombud?

*Ombud helps you identify your best sales content, automate repetitive processes, and collaborate with your team more efficiently along the way.*

## 1 Content Management

Ombud does more than just store and manage sales content - our platform helps you scale your best content across the organization. Built on a semi-structured database, Ombud parses content in a granular way giving users valuable information each time they're searching and serves as the unified platform for content creation and publishing.

As you develop documents in Ombud, our content reuse library indicates where, how, and why content is being used to gain efficiency and improve accuracy with each sales document you create.

## 2 Project Collaboration

A full collaboration suite enables team members across your organization to contribute expertise and scale knowledge at the right time in your sales process - no re-inventing the wheel or repetitively relying on subject matter experts.

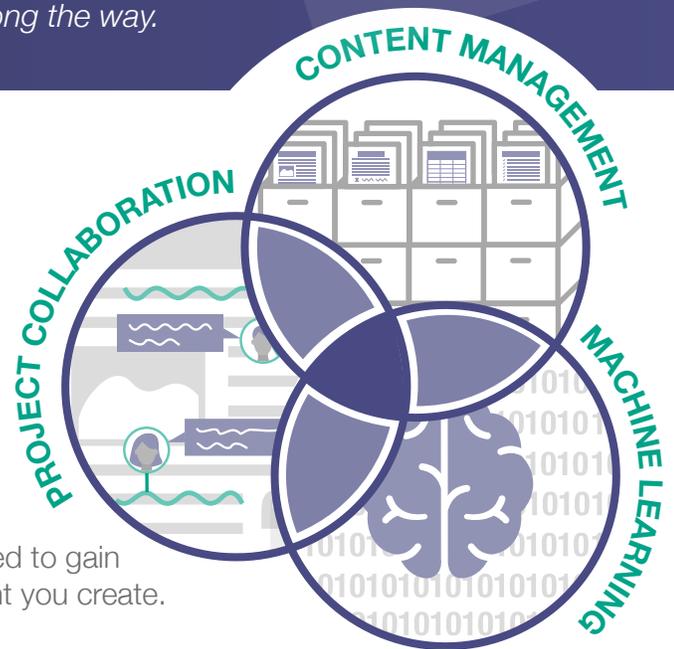
Ownership of tasks, sections, or entire documents can be assigned at the user or group level to get collaborators involved while maintaining visibility into their progress. Comments, conversations, and version control are updated in real-time, providing full transparency.

## 3 Machine Learning

As content is created, updated, and reused, Ombud's machine learning engine automatically curates your content library ensuring you have access to the best, most accurate content the next time you encounter a similar task.

*Customers see an average reduction in effort of 60% when using Ombud's machine learning*

In short, the more you use Ombud, the more it understands your business. Using a mixture of natural language processing, end-user activity data, and opportunity-specific information, Ombud creates content suggestions for every document saving your team valuable time during the sales cycle.



*"With Ombud, we've seen collaboration cross-functionally across many departments:*

*Legal, Marketing, IT Security, PreSales, Sales, etc. to levels which we've haven't experienced before."*

*— Jim Tompkins, Sr. Director of PreSales*



# Ombud Brings Context to Content Chaos.

- ✓ A single source of truth & unified platform.
- ✓ Streamlined workflows to protect valuable SME time.
- ✓ Increased content accuracy through curation and promotion of your best content.
- ✓ Targeted templates for different product offerings and industries.
- ✓ Integration with Salesforce & Slack to boost collaboration.
- ✓ Multiple publishing options for professional, branded deliverables.

## Automate the Content Throughout Your Sales Cycle.



Requests for Proposal



Security Questionnaires



Statements of Work



Proofs of Concept



Sales Proposals

## A Solution For Your Whole Team.

*Ombud offers multiple access levels and flexible licensing options, so adoption across your entire organization is never an issue.*

Sales — PreSales — IT & Security

Bid & Proposal Management

Sales Operations & Enablement

+ Subject Matter Experts across the organization



## Join Our Growing Community.

flex

KRONOS

LogMeIn

PingIdentity

RAPID7

Sysco

VEEAM

zendesk

### About Ombud

Customers rely on Ombud to automate the content-centric activities in their sales processes. Our platform combines content collaboration, project management, and machine learning to streamline the creation of sales documents like RFP responses, security questionnaires, sales proposals, statements of work, and much more.

# OMBUD

Let's Get Started

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