

Ping Identity Reduces Cost of Sale by 60%

Ping Identity provides clients with secure connections to cloud, mobile, SaaS, and on-premise applications and APIs. Single sign-on, multi-factor authentication, access security, and intelligent API security are all in their wheelhouse. This sophisticated array of security offerings means that customers require attention and nurturing through the sales cycle. But with an inefficient response management process for Security Assessments and RFPs (and only enough capacity to respond to half of the requests received), time was being diverted from closing sales and hitting quotas.

CHALLENGE

No Collaboration:

Different departments managed different pieces of content, making it nearly impossible to track the latest versions or have confidence in response accuracy.

Redundant:

Content owners had to be tracked down over and over again for every response.

Time-Consuming:

The cumbersome process took sales team members away from high-value activities like building relationships with customers and closing new businesses.

SOLUTION



Single Source:

Ombud manages all documents in one place; leveraging the latest approved messaging.



Shared:

The entire team can collaborate - managing assests, tasks, and deadlines 24/7.



Intuitive:

The easy-to-use solution promotes sales adoption, brings the team together, and builds trust.

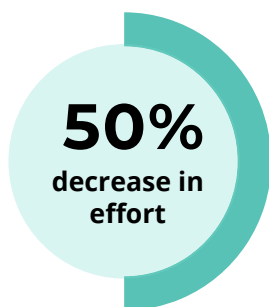


“New employees are able to respond to RFPs and Security Questionnaires during their first week on the job. And when they have questions, it’s easy to tag those for assistance from other team members as needed. This has really streamlined our onboarding process.”

-Shawn Fredrickson
Sr. Director of Security Governance, Risk, and Compliance

RESULTS

Ping Identity no longer has to cherry-pick RFPs. The whole process is streamlined, opening up more time for relationship building with clients.



RFP Response Time:

cut in half.



Overall:

quality improvement.



2x

the resource capacity

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OMBUD

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.