Instructure Increases Response Capacity by 200%

Instructure is helping people grow from the first day of school to the last day of work. More than 30 million people use its Canvas (for education) and Bridge (for business) software platforms for learning management and employee development.

As a global company that organizes itself by region and product offering, versatility in communication is crucial when responding to a high volume of RFPs. However, SharePoint, Qvidian, and Google Drive proved too cumbersome for Instructure's global team.

CHALLENGE

Lost Versioning — The team had to borrow from previous RFPs with no tracking of what changed over time; previously approved work was nearly impossible to locate.

Lack of Transparency — The sales team couldn't see the progress of responses nor the commitments being made.

Decentralized Content — Other content systems were clunky due to lack of scalability, authoring, and customization.

SOLUTION

Collaborative — Everyone can collaborate on each opportunity in real-time, from anywhere.

Integrated — Salesforce integration allows the sales and proposals team to have full transparency and context on each opportunity.

Streamlined — Storage, as well as formatting and authoring, can all happen in one place without having to access a hodgepodge of siloed apps, hard drives, and disconnected content.

RESULTS

Instructure can now scale its bid process across rapidly expanding regions and products where it was unable to keep up previously. Teams collaborate within Ombud through the entire RFP lifecycle while also syncing up with Salesforce; working much faster while also improving response quality.

2/3 of past responses utilized in future responses

200% increase in RFPs with 0% increase in staff

3,000 responses curated for future use

5+ hours saved on each project

"*Ombud has paved the way for increased collaboration across our sales organization and that has translated into literally millions of dollars for Instructure.*"
— Danny Wahl, Senior Proposal Team Manager

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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