CASE STUDY with **LogMeIn**®

LogMeIn Cuts Security Questionnaire Response Time in Half

LogMeIn provides clients with secure, remote access to their computers, files, and applications from any device at any time. Its platform supports tens of millions of daily users and is in demand by companies of every size.

With cybersecurity top of mind in today's world, LogMeIn is faced with in-depth security questionnaires from prospective clients. The sales teams spent half of their time just answering these questionnaires, which was not sustainable in the face of expanding demand for collaboration and communications solutions.

CHALLENGE

Constant Updates | Product growth combined with frequent software updates made a spreadsheet system unscalable across thousands of clients.

Outdated Versions | Old and incorrect content often sent the sales team into damage-control mode.

Re-Inventing the Wheel | Without a single source of approved content, all responses had to be reviewed by subject matter experts, repeatedly.

SOLUTION

Automated Updates | Content is pinpointed and updated in real-time, all in one location.

Full Version History | Controlled access to all versions of previous responses ensures consistent, compliant delivery every time.

Global Resource | Team can access and collaborate in a single curated library of all authorized content 24/7 from anywhere.

RESULTS

LogMeIn now maintains a centralized, curated library of automatically updated, management-approved security information that ensures consistent, compliant material shared across its enterprise.

60% reduction in questionnaire response time

150% increase in response volume with 0% increase in staff

77% win rate for new proposals

One single employee now equals 150 questionnaires per quarter

> *"Ombud reduced response time by more than half, enabling our sales team to close more business."*
> — Mike Bettencourt, VP of Solutions Consulting

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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