

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

SOLUTION

No Collaboration

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

Single Source

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

Redundant

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

Shared

The entire team can collaborate – managing assets, tasks, and deadlines 24/7.

Time-Consuming

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

Intuitive

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

RESULTS

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

60%
reduction in
cost of sale

Overall
quality
improvement

2x
the resource
capacity

RFP
response
times cut in
half

50%
decrease in
effort



“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

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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