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How Ombud Powers Collaboration & Productivity for Global Teams

The remote work revolution isn't slowing down.

Teams are geographically spread out, working in different time zones, and working from the comfort of their homes.

Even if your team is in disparate locations—your content shouldn't be.

Ombud is the operating system for your team's digital transformation and the single source of truth for one of your highest value assets: your content.

Operating within the Ombud platform means your team won't spend hours tracking down answers or hounding subject matter experts (SMEs) for help. With accurate content as the foundation of your document-centric processes, collaboration is streamlined for your remote team. Fewer questions and fewer one-offs take place when all communication is contained within your Ombud workspace. Ombud is like your virtual conference room.

Over the last nine years, we've enabled remote teams by helping them increase sales document capacity, strengthen relationships between sales and SMEs, and drive more automation through their sales processes.

In this guide, we'll highlight the six key areas Ombud enables remote teams today *- and can enable yours tomorrow.*

1. Centralized Content & Curation

2. Global, Real-time Collaboration

3. Clear, Contextual Communication

4. Content Security & Compliance

5. Team Onboarding & Training

6. Visibility & Transparency

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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, Kronos

Centralized Content & Curation

Share and curate content continuously so it's always up-to-date and accurate.

Sales Docs

SEC Qs

Proposal

RFP

SOW

Ombud gathers all content is in one place instead of relying on ad-hoc contributions or content development from disparate subject matter experts (SMEs). By bringing the best boilerplate content into a single platform, SMEs can curate and update content in a central place, so everyone has access to their expertise.

End users also have curation power. For example, they can nominate their best content, keeping it updated against current requirements and recent opportunities. Users can also flag content, so inaccurate or out-of-date information cannot be leveraged until it's been updated and approved by a SME.

With Ombud as your virtual hub for content collaboration, there's no question your prospects and customers are receiving the best, most accurate content from your teams anytime, anywhere.

Magellan Health saw a **10x increase** in curated content saved for future use.

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2 Global, Real-time Collaboration

Collaborate in real-time across the globe, with no disruption in productivity.

As a cloud-based solution, Ombud allows for content collaboration at any time of day from any geographic location. With assignment capabilities, users can bring SMEs and other team members into a single workspace. Unclear who the correct SME may be? Assign to a full group of people, and the correct SME can raise his or her hand to take the assignment. Or better yet, ask Ombud who has provided similar expertise and the platform's embedded machine learning will identify the expert.

Ombud keeps a pervasive record of the entire dialogue and version history of all content for later reference. You can even restore any snapshot, in case of a mistake.

Remote users are always clear "who has the baton" so projects keep progressing and collaboration remains easy.

Ombud enables **thousands of collaborators** to interact in real-time!

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Clear, Contextual Communication

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Eliminate email back and forth and one-off meetings by bringing all your project communication into context.
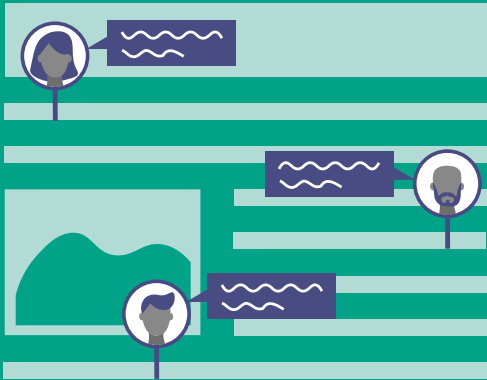
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With Ombud, all communication lives within a single client workspace, which means it remains in context to the opportunity or activity at hand.

The same is true of project communication. Commenting can happen in real-time anywhere content is being used to keep communication focused and on topic.

You can also set up email notifications or utilize out-of-the-box Slack integration, so you never miss an update, regardless of how you communicate. Notifications can be pushed into project-specific channels to flow seamlessly with remote users' preferred modes of communicating.

Last year, Ombud facilitated **over 150,000** dynamic conversations for client opportunities.

Content Security & Compliance

Keep your data secure and compliant with all global regulations.

Content is one of the most valuable assets in your business and Ombud is trusted to keep it as such.

With Single Sign-On (SSO) connection with all SAML 2.0 compliant vendors, you can rest assured company data doesn't fall into the wrong hands.

Ombud encrypts all data in transit, automatically times-out sessions, auto-locks invalid logins, maintains enterprise grade user access controls, and offers fully configurable NIST password protections to prevent content from being accessed by unauthorized users. Role-based access control for both content and features ensure every user has access to only the content they need, when and where they need it.

Whether your team is working from their home, a coffee shop, or the airport, you can be sure your data is secure, end-to-end.

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Implementing SSO in Ombud takes, on average, **less than 15 minutes**.

5 Team Onboarding & Training

Centralized content means faster, more efficient onboarding, and time to value for new employees.
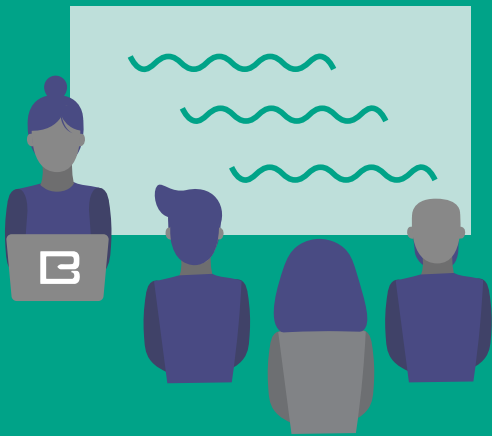
Centralized content means faster, more efficient onboarding, and quicker time to value for new employees.

Storing and using standardized sales content in one place makes team training faster and more streamlined. Reading through curated SME content makes quick work of learning your company's product offerings and functionality.

New hire training and development can also be directly administered from the Ombud platform. Administrators can add or remove content, specific to the level of understanding or relevance for each user and, with our Webview capability, they can monitor curriculum engagement by each user.

Your new hires can feel confident in customer interactions and content creation because they have a wealth of knowledge at their fingertips—even if their main area of expertise is not writing.

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Field reps at Zendesk can now complete an RFP **within their first week of starting**!

6 Visibility & Transparency

Maintain team accountability and keep progress transparent across your entire team.

Ombud supports team accountability through granular reporting and analytics. See the progress of every task, of every assignee, on every project in a bird's-eye view. You can also see your most active users and those who are best at leveraging historic content.

For an added layer of team visibility, Salesforce integration offers bi-directional data synchronization between Salesforce objects and Ombud content; providing valuable context for users and transparency for sales management.

With Ombud, you can keep your team accountable and projects on track from anywhere around the globe.

Since using Ombud, LogMeIn has been able to begin tracking win rates on proposals—with a **current win rate of 77%**.

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Reach out to learn how Ombud can power your remote teams today.

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