

## Can't Find the Information You Need? Try This

How much time do your sales reps spend looking for information and how often are they successful? Not sure? Here's a glimpse at the magnitude of the problem: According to IDC, knowledge workers spend 15 to 30 percent of their time seeking specific information. More than 50 percent of the time, their searches are unsuccessful, costing Fortune 500 companies between \$60 and \$85 billion in direct costs and double that number in opportunity costs. So what are you doing to address this costly issue?

Several organizations have turned to Altus Learning Systems' Sales Xcellerator, a Web 2.0 application that captures sales-critical knowledge wherever it is being shared, including sales presentations, conference calls, Webinars, and conferences. The information is transcribed verbatim and synchronized with video and slides. It is then searchable down to the spoken word. In other words, say a sales rep wanted to find out what cost savings their product or service had provided to certain types of customers. And say the VP of Marketing had just given a presentation in which he provided this kind of information to a team of executives. When the VP's presentation came up as a match on a keyword search, the rep could click on it and begin watching the video, seeing the slides and following along with the transcripts at the exact point in the presentation where the VP is discussing the relevant information. Furthermore, if the rep wants to use any or all of the entire PowerPoint slides from that presentation, he or she would simply download them and Altus's post-production process would automatically put the verbatim transcripts in the Notes pages of the PowerPoint file.

The Sales 2.0 Conference, held last October in San Francisco, used Sales Xcellerator to capture all the presentations at the conference (see [www.sales20conf.vportal.net](http://www.sales20conf.vportal.net)). Altus recorded every presentation on video. When each presentation was complete, the video team sent the file to a transcriber who typed out every word of the presentation. From there, the Altus team put everything back together, synchronizing slides and video and written transcripts so it all fit together correctly. The content was available within 24 hours of each presentation. Therefore, rather than trying to decipher hastily scratched notes, an attendee who wanted to revisit what a certain speaker had to say about social networking could simply put those parameters into the Xcellerator's search function. By clicking on the appropriate matching link, he or she would be taken to the exact spot in the presentation in which social networking was mentioned or appeared on a slide and they could run the presentation from there.

Here's another example. Network Appliance, a company that provides unified storage solutions for data-intensive enterprises, originally scheduled its Global SE Conference as an intensive, multi-week event. Altus worked with Network Appliance to redesign the event into a single-week, multi-track program, then captured the entire 35 hours of presentations, product demonstrations, and speeches and made it available on demand and searchable down to each presenter's spoken word. The solution cut the original conference cost in half. But more than that, it has shrunk the time necessary for Network Appliance employees to find the knowledge they need to do their jobs.

"At a lot of companies, we've replaced the big road tour for product launches," says Sebastian Grady, chief operating officer of Altus Learning Systems. "We capture the launch one time and put it on the Internet one time, making it searchable like Google and delivered like YouTube." Which means sales reps no longer have to spend hours trolling around for what they need or sitting through the entire archived hour of a Webinar to get to the one piece of information they're interested in. Instead, they can go right to it, get the knowledge they're looking for – and get back to selling.

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