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By pushing content directly into the sales environment, we significantly improved the sales team's ability to discover assets and leverage all available resources.

**Cameron Caswell**

*Senior Manager, Brand and Content*

**3 months**

time to deploy new platform



## Challenge

There was a large gap between the **amount of content** the marketing team created and the **number of assets** the sales team used. This contributed to misalignment, inefficient communication and disconnected distribution processes.



## Solution

Synopsys **defined new processes and invested in technology** to codify changes to content process to support scale and enable measurement. They implemented a content marketing platform with features that support sales enablement, and **unified sales and marketing content processes and asset management**.



## Result

There was a significant increase in sales and marketing interlock. Sales can discover and **use more marketing-sourced assets**, and marketing can **integrate more content recommendations** into everyday sales tools.