



AHEAD OF WHAT'S POSSIBLE™

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By enabling quick and easy access to critical information, we are helping our direct sales force and channel partners connect Analog Devices' capabilities and solutions to the challenges our customers face. This process is critical to creating value and keeping our customers ahead of their competition.

George Smalanskas

*Senior Director
Global Sales Learning and Enablement*



Challenge

A sales productivity analysis found that 63 percent of Analog Devices' sales roles were **spending more than four hours per week** putting together content that was **inconsistent, hard to find and lacked insight.**



Solution

Analog Devices launched **“Project Hyperion”** – this included a content audit, a new insight-driven sales process, new sales content, and the deployment of a sales asset management system.



Result

Sales reps **save 1.5 hours per week** finding and assembling content that **stays on message** and conforms to the Analog Devices brand, yet can be tailored individual customers and **optimized through analytics.**