

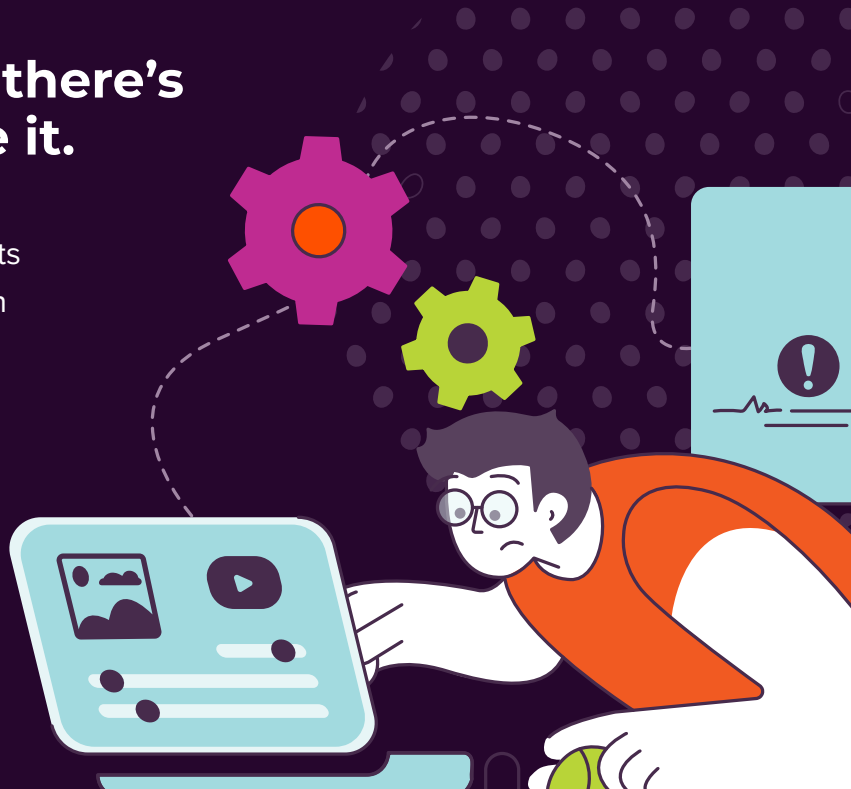
Tired of too many tools? You're not alone.

Tool fatigue is real. And there's a good chance you have it.

The more tools an organization has, the less its employees want to use them—a phenomenon called **app-athy**.

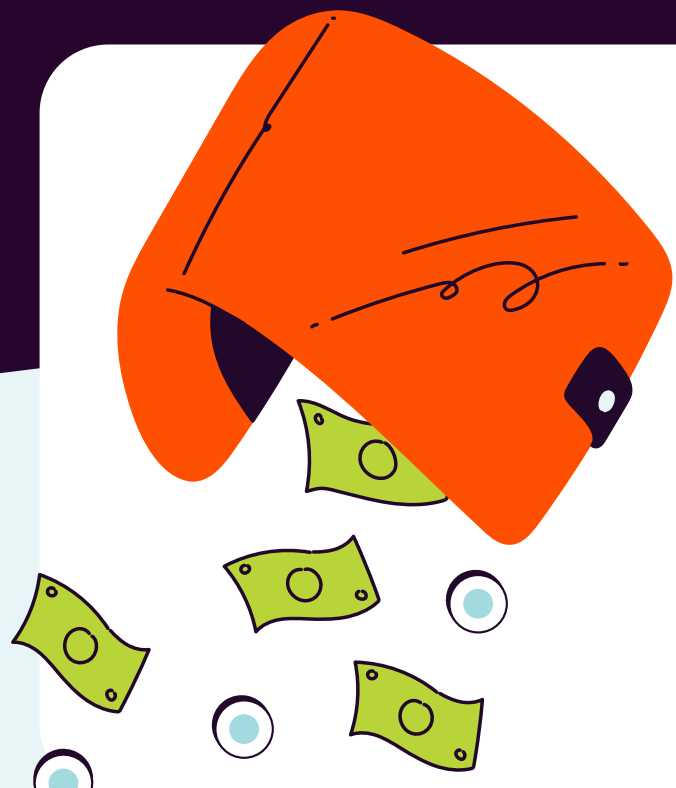
People spend about **4 hours a week** reorienting themselves after switching to another application. **That adds up to 5 wasted weeks per year!**¹

They also spend about **an hour a day** **looking for information** between collaboration, storage, and messaging apps.²



Because of the pandemic and the rise of work-from-home, McKinsey found that companies adopted several years' worth of new technology in just a few months.³

More recently, another study sampling 6 million devices found that about half of all workplace applications went unused, amounting to more than **\$44 million wasted each month**—and that employees were using multiple applications for the same purpose.⁴



A single source of truth will set you free

Squandered license fees are not the only cost of excess software. Having applications that don't even talk to each other results in lost productivity and low efficiency, which ultimately impact revenue.

That's why businesses should invest in a single platform that houses all the capabilities their revenue-generating teams need.



This consolidation doesn't just reduce toggling between windows and tabs—**it eliminates competing versions of what's "true."**

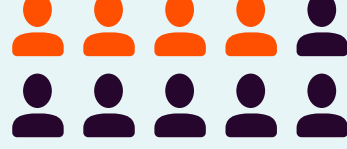
Too many tools means too many disparate sources of data—and what one team considers valid, another team may not even know about.

This disconnect also leads to an abundance of **dark data**: information that isn't analyzed at all.



Bottom line:

Collecting and analyzing data in siloes leads to confusion and discord, and ultimately dubious business decisions.



In fact, 40% of individuals do not trust their company's data insights.³

Align your go-to-market teams for success with a unified tech stack

While data disparity is a concern for all teams in an organization, it's particularly crucial among **Marketing**, **Enablement**, and **Sales**, whose shared success is the go-to-market trifecta for any modern business.

To achieve that trifecta, these teams need to align on the training, content, and insights that will drive successful business outcomes.



Having the applications they need in one platform gives them a single pane of glass through which all of them can keep track of their shared objectives.

Marketing

- What key messages are resonating with the market?
- Which content pieces are being consumed?
- What workflows should be prioritized?
- How is content impacting revenue?

Enablement

- Can sellers find the marketing and training content they need?
- Which training lessons are most popular?
- How is training influencing win rates and revenue?
- What best practices can be derived and scaled across the organization?

Sales

- Where is the most relevant marketing content located?
- Which content pieces are buyers engaging with?
- What training is available to improve buyer interactions?
- Which deals are at risk and should be prioritized?

Spend less and do more with Seismic

Offering one intuitive environment for all your go-to-market needs and boasting integrations with more than 150 CRMs, email platforms, data sources, conferencing applications, and other software, Seismic helps your business achieve:



Greater operational efficiency



Better customer engagement



Higher productivity and collaboration



Increased cost-savings

Ready to learn more?

Speak with our team to get started →

¹<https://hbr.org/2022/08/how-much-time-and-energy-do-we-waste-toggling-between-applications>

²<https://assets.gatalog.com/language/work/gatalog-2021-workgeist-report.pdf>

³<https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

⁴<https://pantheon.nextthink.com/wp-content/uploads/2023/02/Software-License-Usage-Analysis-1-1.pdf>

⁵<https://www.edq.com/resources/data-management-whitepapers/2020-global-data-management-research/>