Seismic

GUIDE

How Seismic integrates with your current tech stack and workflows



Today's sellers face shorter buyer windows and more tools than ever. According to Gartner, buyers spend just 20% of their buying journey with sales reps. Because of this, sellers need to work smarter by reducing manual efforts, delivering relevant content quickly, and making every interaction count.

That's where Seismic comes in.

It fits seamlessly into the tools sellers already use, empowering them to spend less time searching and more time selling, so they can drive stronger results at every stage of the buyer's journey. Let's show you how.

Sell smarter in your email and chat tools

Gmail | Slack | Microsoft Copilot for Sales | Microsoft Outlook | Microsoft Teams | Zoom | Webex

And many more... Seismic Exchange

Sellers live in their inboxes and messaging tools — chasing down leads, collaborating with teammates, and getting ready for high-stakes conversations. With Seismic embedded directly into the tools they already use, they no longer need to toggle between platforms or search endlessly for relevant content and insights.

Seismic

> “One of the things that really attracts us to Seismic is the way it integrates with our tech stack. From Microsoft to Zoom, these are already in our tech stack and I can expect innovation that’s going to be in line.”



Eric Mingorance
Senior Director of Sales & Field Enablement, Zixi

Read Zixi’s success story →

What this means for your customer-facing teams:

- Instantly surface and send the right content from email, Slack, and more
- Personalize content in real time — no new tabs or tools required
- Access meeting-ready content directly in Zoom, tailored to each conversation

The outcome:

23,000 seller hours saved yearly accessing and sharing content with buyers and clients.

Turn your CRM into a sales accelerator

Salesforce | Microsoft Dynamics | Hubspot | Oracle Sales Cloud

And many more... Seismic Exchange



Sellers use CRM and customer experience platforms to move deals forward — not get lost in records and opportunities. Seismic brings relevant content and training right inside your CRM, tailored to the seller’s deal, role, and stage in the sales cycle. That means less guesswork and more momentum.

What this means for your customer-facing teams:

- Get recommended content, playbooks, and next best actions right in the opportunity view
- Automatically log interactions, cutting down on manual work
- Track what content resonates most across the entire deal cycle

> "With Seismic integrated in Salesforce, we're able to show that ease of use. Sellers really feel the effort that we're making to streamline their workflows in service to their frictionless work experience."



Liz Jurewicz
Senior Revenue Enablement Manager, SpyCloud

The outcome:

11% higher win rates, **28% more** sellers reaching quota, and a **34% increase** in average deal size.



Make every engagement count

Gong | Outreach | Salesloft | Ceros

And many more... Seismic Exchange

Your sellers are already using engagement tools to connect, Seismic simply makes every one of those interactions smarter. By embedding relevant content, insights, and coaching directly into tools like Gong, Outreach, and Salesloft, Seismic helps sellers personalize outreach and respond impactfully in real time.

> "The main reason why we chose Seismic is its ability to seamlessly integrate into our tech stack. Seismic helps us strengthen our digital strategy and give valuable time back to our sellers while enhancing their efficiency."



Romain Brun
Revenue Enablement Director, CybelAngel

Read CybelAngel's success story →

What this means for your customer-facing teams:

- Access the right messaging and templates wherever outreach happens
- Use Gong call insights to tailor follow-ups and drive targeted coaching
- Send content based on real buyer behavior, not guesswork

The outcome:

33% increase in sales pipeline by closing deals faster.

Get smarter with every interaction

PowerBI | Databricks | Snowflake | Tableau

And many more... Seismic Exchange



Data isn't helpful if it's hidden. Seismic integrates with the analytics and data platforms your teams already use — turning raw sales data into real-time, actionable insights for reps and managers alike. That means better coaching, smarter outreach, and more strategic selling.

What this means for your customer-facing teams:

- Identify which content and plays are actually accelerating deals
- Uncover patterns in top-performer behavior
- Use visual dashboards to guide outreach and refine strategy

The outcome:

350% increase in content usage through actionable insights.

Sell faster without compromising compliance



proofpoint.

Proofpoint

Red Oak

And many more... Seismic Exchange

Compliance and speed shouldn't be mutually exclusive. Seismic integrates with platforms like Proofpoint and Red Oak to help sellers move fast and with confidence that every asset is approved, compliant, and on-brand. These integrations streamline content approvals, automate updates, and ensure consistent alignment across marketing, legal, compliance, and sales.

What this means for your customer-facing teams:

- Act faster and with confidence that every asset is compliant and ready to share
- Quickly access, personalize, and deliver approved content — with compliance baked in
- Eliminate outdated or off-brand materials with automated content syncs

The outcome:

48% increase in time spent selling and **56% reduction** in sales cycle length.

Harness AI for smarter workflows



Salesforce Agentforce | Microsoft Copilot | IBM Watson X

And many more... Seismic Exchange

With sellers today under more pressure to do more with less, AI-powered workflows are no longer a luxury. They're a necessity.

Seismic leads the way with Aura AI, our AI intelligence engine that embeds directly into the tools your teams already use — like Salesforce Agentforce, Microsoft Copilot, and IBM Watsonx. Aura AI doesn't just surface content or insights, it helps sellers act, automate, and advance deals faster.

What this means for your customer-facing teams:

- Get AI-powered answers, grounded in your company's approved content instantly
- Auto-generate follow-ups, pitch decks, DSRs, and other sales assets
- Summarize calls, emails, and interactions in seconds, while prepping for meetings with AI-generated briefings.

The outcome:

60% faster time to market with smarter workflows.

> "By centralizing our enablement processes, integrating data seamlessly with Salesforce, and empowering our sales reps with cutting-edge tools, we've created a high-performance sales environment that's built to scale."



Nicole Ward
Senior Director of Revenue Enablement & Operations
OneSource Virtual

Read OneSource Virtual's success story →

Seismic

Discover what Seismic can do with your tech stack

With Seismic, your sellers can work smarter inside the tools they already use, across every stage of the buyer's journey. From AI-powered workflows to real-time coaching and personalized selling, Seismic meets sellers where they are, so they can confidently move deals forward.

Explore what's possible with Seismic integrations

Visit the Seismic Exchange to see the full ecosystem of apps, platforms, and tools we support.

