

Infoblox Adopts a Single-Platform Approach with Mindtickle for Enablement, Content, and Conversation Intelligence



Headquarters: Santa Clara, California

Founded: 1999

Company Size: 1,000+

Industry: Computer and Network Security

“ Thanks to Mindtickle we’ve been able to bring multiple disjointed systems into one single platform for our internal customers as well as the enablement team. It’s been great for us! ”



Doug Carabe
Content and Program Lead, Sales
Enablement, Infoblox

THE CHALLENGE



Infoblox saw a spike in its business during the COVID-19 pandemic. With more employees working from home than ever before, businesses needed solutions like Infoblox to secure devices on their remote networks.

Through this sustained growth period, the Infoblox sales organization needed to scale its enablement program and drive real-world impact on rep performance. The Infoblox team had access to many systems and resources, but weren't able to deliver measurable value in the absence of a systematic and interconnected platform that could build knowledge, arm reps with content, and track their field abilities. They also struggled with providing user access to different systems for enablement and content. Having multiple systems also meant that information was scattered and could not be analyzed effectively. The team needed a way to consolidate and simplify their tech stack for their growing business.

THE SOLUTION



In order to make the switch from being reactive to a proactive sales enablement group, the team at Infoblox knew they needed a sales readiness platform to help them streamline their training programs, content, and measurability. They were looking for a single platform that would help them manage all enablement activities including learning management, content management, knowledge reinforcement, and conversation intelligence.

After comparing many vendors, the Infoblox team knew that Mindtickle was the only solution able to bring together all of their sales readiness initiatives in one place.

KEY RESULTS

Simplified Tech Stack for improved user experience

30%+

increase in user engagement with content

220%+

increase in user learning module completion

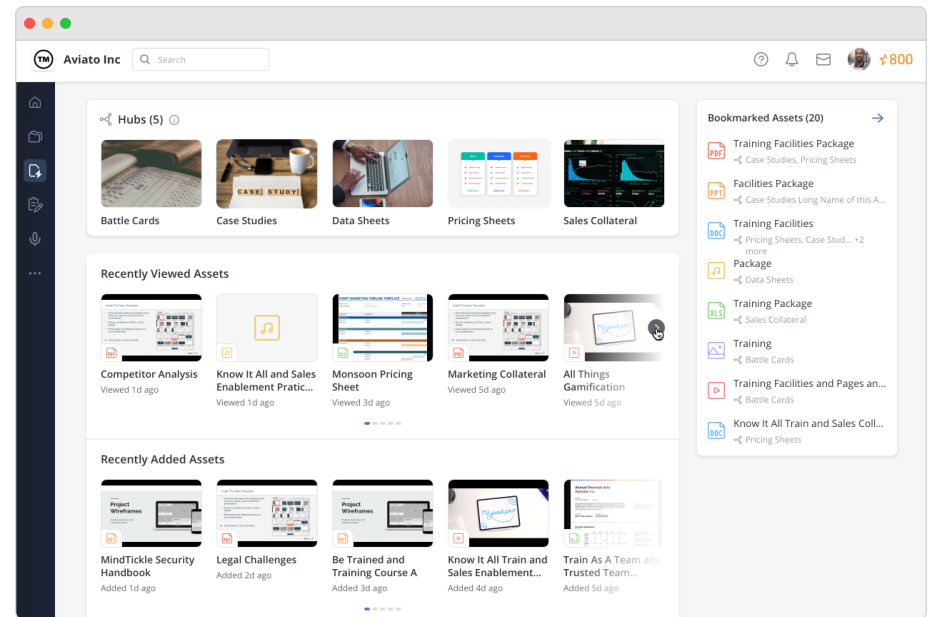
1,000+

coaching opportunities for managers per month with Call AI

Consolidating content and assets in one place

The Infoblox sales enablement team needed to centralize its training assets and collateral into a single repository. Because the team had been creating and launching new learning programs for the revenue organization on an ongoing basis, they already had many content assets in place. Bringing internal and external facing content together was a complex challenge. Lack of oversight meant decentralized content was, at times, hard to find, understand and utilize.

Using Mindtickle's Sales Asset Hub, however, this process of adding content oversight was made easier. Using Sales Asset Hub, the Infoblox team finds it a huge improvement to have all their critical content resources live in one, easily accessible place. Asset Hub not only makes it easy for anyone to search and find content, but improved administration ensures much greater control. For example, one content item can be used in conjunction with many different programs, so content updates are automatically propagated to all of the programs that access it.



“ We now have alignment between content creators and content consumers which improves everyone's engagement and satisfaction. ”

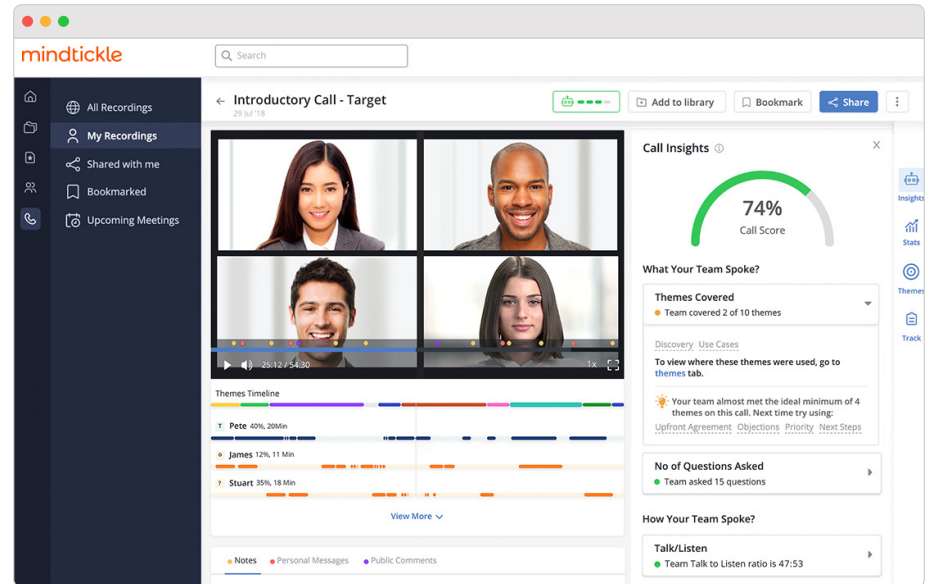
Doug Carabe, Content and Program Lead,
Sales Enablement, Infoblox

Establishing a coaching culture with Call AI

The Infoblox team adopted this readiness approach and now records in excess of 250 customer interactions a week across its organization. These recordings and related insights delivered by Call AI allow reps to stay focused on the conversation and get the notes minutes after the call ends. The frontline managers now have the ability to coach consistently in their work from home reality. Call AI is able to deliver both deal-level and skill-level impact to the Infoblox team.

“*Readiness doesn't stop with program adoption or certification. With Call AI we are enabling the field with the tools for continuous improvement.*”

Doug Carabe, Content and Program Lead,
Sales Enablement, Infoblox



INFOBLOX SNAPSHOT

- * Needed an enablement solution to support its team in its next stage of growth
- * Was in search of a single enablement platform that supported all of its needs
- * Considers Mindtickle to be a game-changer for the Sales Enablement sector

Ongoing support from the Mindtickle team

The Infoblox Sales Enablement team say the Mindtickle support team has been fast and empathetic with any issue that's come up. With regularly updated support documentation, there's rarely an answer they cannot find through immediate self-service.

When it comes to more situation-specific queries, the Mindtickle team is all ears as well. Whatever can be addressed quickly is – and they have had the opportunity to collaborate with the Mindtickle team on long-term product enhancements.

“ *An ounce of prevention is better than a pound of cure. There's a Mindtickle support file for just about everything out there.* ”

Doug Carabe, Content and Program Lead,
Sales Enablement, Infoblox



Infoblox feels supported knowing that Mindtickle's support team is just a click or call away.

mindtickle

Interested in learning more about how Mindtickle gets sellers ready for the moments that matter?

Get Started