



Case Study

**F5 answers
RFxs 30% faster
with Qvidian,
empowering
sellers to win
more deals.**



INDUSTRY

Information Technology
and Services

COMPANY

F5
Seattle, Washington
F5.com

F5 powers applications from development through their life cycle, across multi-cloud environments, so its customers can deliver differentiated, high-performing, and secure digital experiences. The company has 76 offices in 43 countries and works with 48 of the Fortune 50.



F5 purchased Upland Software's Qvidian product to centralize product information, simplify global collaboration, and respond faster to RFXs. With Qvidian, F5's sales team creates RFX responses 30% faster, on average. After a series of acquisitions, F5 trusted Qvidian to capture new product details and get multinational sellers up to speed on its complete product portfolio, so they always propose the best-fitting solutions.



How can sales teams create effective RFX responses rapidly at a global scale?

F5 needed to formalize its RFX response process to win deals faster.

F5, a global technology leader, was storing its RFX response and proposal content in several fragmented repositories spanning 76 offices and 43 countries. The company needed a way to capture all its proposal content in one central and searchable database. Richard Duncan, Sr. Director of Systems Engineering, began searching for software that could create high-quality RFX responses in less time. "Our sellers couldn't always find the right content when they needed it, and we risked losing our best answers—our intellectual property," said Duncan. "That was the impetus to consider Qvidian."

Qvidian proved its value in an F5-designed speed and quality experiment.

To test Qvidian's impact, F5 ran an experiment. First, the company replied to a complex RFP manually. Next, F5 deleted the answers and replied to the same RFP using Qvidian. "We responded about a third faster with Qvidian," said Arsen Chervony, Technical Program Manager, "and it was better quality."

F5 rolled Qvidian out to its North American team first. In the next phase, F5 engaged Qvidian's professional services team to configure single sign-on (SSO) and Qvidian's Salesforce integration, launching the product company-wide. "The level of support we got from services was above all expectations," said Chervony.

"RFPs fly in out of the blue like a comet. You can't plan for them, they're time-dependent and time-consuming, and you have to handle them as a team. With Qvidian, we answer RFPs 30% faster, and the quality is better."

– Richard Duncan
Sr. Director, Systems Engineering, F5



With Qvidian, F5's sales team productivity and RFX response quality skyrocketed.

F5 embraces acquired technology and delivers the best content to its customers with Qvidian.

Over the past few years, F5 has made several strategic acquisitions. Each time, F5 relied on Qvidian to bring its sellers and support teams up to speed on the latest additions to its product portfolio quickly and efficiently—before they encountered a wave of related inquiries and RFXs.

"Qvidian helps us introduce new technologies to our teams in an easier way," said Mohamed Shaath, Solutions Architect, EMEA. "Knowing we already have thousands of related question and answer pairs in our Qvidian library reduces pressure and helps us scale up fast. It gives us an edge."

Qvidian also helps F5's sales teams lead with the best-fitting products. "Prior to Qvidian, depending on the team and their knowledge, they may have just recommended the native F5 products they knew, without considering one of our more newly acquired products," said Duncan. "Thanks to its central, searchable library, Qvidian allows F5 to always deliver the best-fitting solution in our portfolio."

With Qvidian, F5 protects its intellectual property and prepares for future expansion.

Recently, F5 had 5,000+ question and answer pairs in its Qvidian library. This number grows organically every month and jumps dramatically with each acquisition. "There's a lot of data in our

RFP responses, and it gives us insights into our customers," said Duncan. "With Qvidian, years from now, whether I'm in this position or someone else is, this intellectual property will be readily available in one location."

Qvidian's Salesforce integration also helps F5 track RFX wins and losses, examine trends, and uncover opportunities. In fact, the F5 team is already thinking about ways to expand. "Qvidian is a very nice tool, and we want to utilize it more. For example, for PowerPoint," said Shaath. "If we upload presentations to Qvidian, that will help us create our content much faster and share it with customers in a secure way. We see even more growth potential."

Results for F5

30%
faster RFX responses
on average, globally

1,000s
of sales team members
supported worldwide

5,000+
RFX Q&A pairs
and growing monthly

Upland Qvidian automates away the tedious and frustrating parts of RFP response and proposal processes. With Qvidian, sales and proposal teams can collaborate effortlessly to quickly deliver polished and compliant proposals, presentations, and sales documents. With an unmatched 25 years of experience, more than 1,000 companies and 200,000 users worldwide rely on Qvidian to meet deadlines, tame proposal content chaos, and win more deals.