

Case Study

**NetApp saves  
days' worth  
of work on  
proposals  
with Qvidian.**



**INDUSTRY**  
Information Technology

**COMPANY**  
**NetApp**  
Sunnyvale, CA  
netapp.com

NetApp, a Fortune 500 company, helps customers get the most out of their data with industry-leading cloud data services, storage systems, and software.

**NetApp** used Upland Software's Qvidian product to streamline their RFP response, proposal, and sales presentation processes, trading in one-off approaches for a consistent strategy that saved buckets of time. As a result, sales reps now create high-quality selling documents that always meet brand standards. They're armed with up-to-date content and use the time saved to better engage with prospects.



# How do you get thousands of sales reps all on the same page?

## **NetApp needed a consistent approach to creating proposals and presentations.**

NetApp, a \$6.2 billion company, needed to keep over 3,000 field sales reps up to date on over 25 products and solutions. Even more daunting was making sure that information found its way into proposals and sales presentations and always stuck to the company's rigorous brand standards. Sales reps were used to creating draft proposals and presentations themselves, which often took several days per project and cut into facetime with prospects.

## **Qvidian helped NetApp consolidate content and revamp their processes.**

Sales reps now submit RFPs to proposal coordinators who, armed with Qvidian, can complete proposal drafts faster and to higher standards. Coordinators pull approved, formatted content directly from their Qvidian library and use pre-built templates to create complete selling documents. These same Qvidian document templates make it easy for a sales rep to go from an idea to a tailored sales presentation that's accurate and brand-compliant in minutes. The result? An increase in productivity and the company's bottom line.

*"Thanks to Qvidian, we are saving our sales reps days' worth of work, far exceeding our original expectations. We're improving efficiencies in the field and boosting revenue."*

**– Lisa Priapi**  
Sr. Proposal Ops. Manager,  
NetApp

# NetApp builds branded proposals and presentations lightning fast.

## NetApp's new strategy saves time and removes manual tasks.

Qvidian helped NetApp centralize their proposal and sales content into one trusted library. Sales reps and proposal managers now have a go-to location to quickly find content they know is current, accurate, and authorized.

NetApp's Qvidian library also makes it easy to find related content, which comes in handy when customizing proposals and sales documents by region. To support global opportunities, NetApp stores content in six languages, empowering them to create sales presentations and proposals in American English, British English, French, German, Italian, and Spanish.

"We estimated we give at least eight hours back to sales reps each time they generate a proactive sales proposal and more than 24 hours when they create a full-blown RFP response," said Lisa Priapi, Sr. Proposal Ops. Manager. "Not a bad return on investment!"

## NetApp radically increased productivity and morale with Qvidian

These days, sales reps spend less time writing drafts and more time focusing on their prospective customers. Proposal managers have instant access to a content library that is current and meets corporate brand standards, so they can easily assemble and tailor top-notch RFP responses and proposals that win more deals.

With Qvidian, NetApp can now consistently offer RFP response, proposal, and sales presentation development services that collectively save field sales reps thousands of hours each year. "Now we're providing our field sales team with easier access to the information they need to win new business," said Priapi.

Qvidian has also driven team satisfaction by freeing sales reps from the mundane and manual parts of creating effective selling documents. Together, these productivity and morale gains align with NetApp's ongoing mission to support customers and prospects and drive efficiencies in the field.

### Results for NetApp

**8 hours**  
saved per  
proactive proposal

**24 hours**  
saved per  
RFP response

**6 languages**  
in content library  
to enable global deals

**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.