



Case Study:
Carl Zeiss Industrial
Metrology, LLC
Ramps Distributor Sales



Showpad. Sales made easy.

Ramping Distributor Sales with Mobile Sales Enablement

About Carl Zeiss Industrial Metrology, LLC

Carl Zeiss Industrial Metrology, LLC (ZEISS) is a leader in CNC coordinate measuring machines and complete solutions for multidimensional metrology in the metrology lab and production. Their staff includes 2,400 employees from manufacturing sites in four countries. They have more than 100 sales and service centers supplying customers around the world.

New Opportunities with Tablets

The North American division of ZEISS sells equipment through a distributor channel. The number one sales support request from these sellers was to enable a tablet solution for content. ZEISS immediately started investigating solutions to grow and strengthen their partner relationships.

Sales Collateral Optimization

At ZEISS, sales support content is updated every six months to stay current with product changes. A tablet solution would give the marketing organization the ability to quickly put new content in the hands of salespeople.

A Digital Partner

As many of the distributors were already using tablets, the incremental investment of a mobile sales enablement app was an easy decision. By adding an app, ZEISS could be seen as a digital thought leader and have better visibility and awareness with the partners that were already selling their products in the field.

Custom or Off the Shelf Deployment

The immediate response was to investigate building a custom app, but ZEISS wanted to move quickly and a custom app would have taken weeks of development and testing before it could be rolled out to end-users. A mobile sales enablement solution was the recommended approach.



Immediate Results

- ✓ faster time-to-market
- ✓ reduced printing costs
- ✓ better share-of-mind with distributors

Expected Results

- ✓ increase in distributor generated quotes
- ✓ better product understanding
- ✓ bigger share of North American market

Results

ZEISS selected Showpad's mobile sales enablement solution for their North American distributors and achieved quick results.

Ease of Deployment

Showpad was rolled out quickly and positive, anecdotal feedback was received immediately from sellers. Most Showpad customers are fully deployed in three weeks and some as fast as one day.

Cost Reduction and Real-Time Content Delivery

Even when new product introductions caused 60% of existing collateral to change, ZEISS was able to reduce printing and shipping costs from the first deployment. But more importantly, they were able to provide material much faster and add unique content based on distributor requests.

ZEISS even added their installation guides and operator manuals to Showpad so that distributors could use the detailed product information to respond to more technical requests from their customers.

Permission Based Content

Some ZEISS distributors sell competitive products. The division and channel feature in Showpad allows them to deliver specific content based on pre-determined profile information. ZEISS can enable all of their distributors to be effective while being sensitive to strategic advantages between their dealers.

Content Usage Analytics

Now ZEISS can review accurate reports on what content is being used –or ignored. Marketing can create content that enables successful sales conversations and eliminate unused material. They can align work that measurably helps their partners drive more sales quotes.

No Coding Necessary

By not having to develop and maintain their own custom app, ZEISS can focus on increasing their North American market share through enabled, efficient distributor selling, without impacting their internal IT organization.

“In the first month after rolling out Showpad, I received a number of phone calls from regional sales managers telling me how great it was to have all of our material available and so well organized.”

John Lewis, Marketing Manager
Carl Zeiss Metrology, LLC

