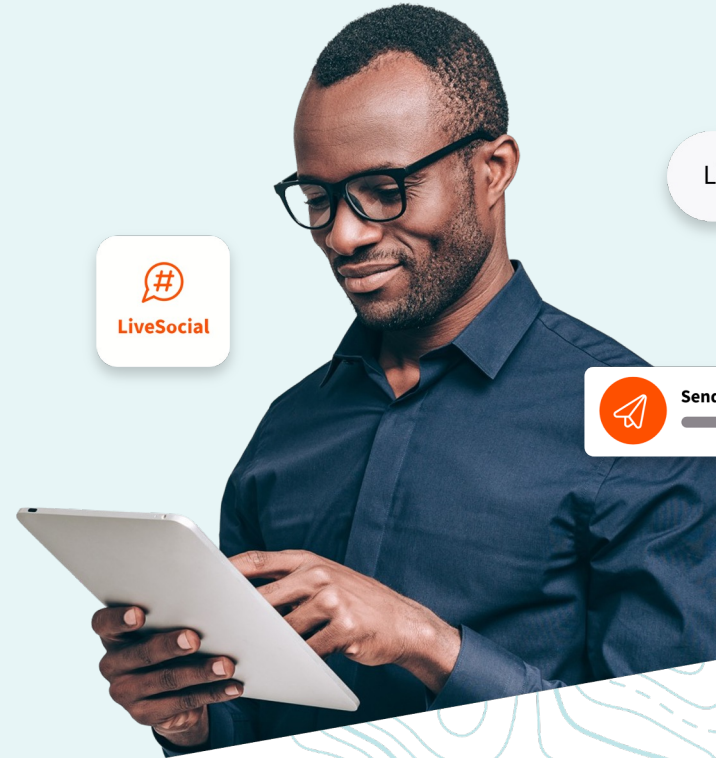




# Seismic and Microsoft



**B2B selling demands  
precision and getting  
it right is challenging**



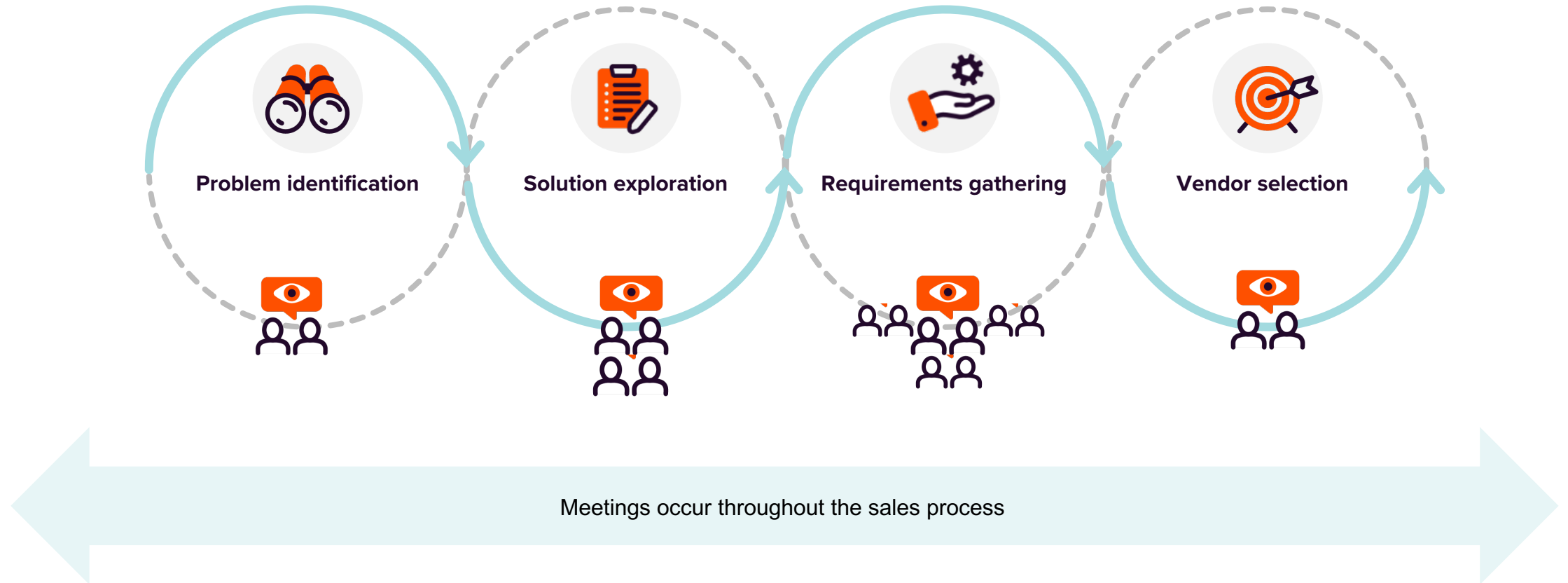
“Sellers get roughly 5% of a customer’s total purchase time when multiple suppliers are involved.”

**Gartner**<sup>®</sup>

# Decisions involve more people and teams



Leading to multiple meetings, coordination and follow ups throughout the buying journey.



# The rise of enablement:

## Enable sellers to engage buyers with precision

Unite organizations to provide customer-facing teams the right resources, processes and technology to maximize seller productivity, enable value-based personalization, and deliver impactful content — at scale.



### **Maximize Productivity**

Efficiency manage sales pipeline, prospect data and status of opportunities



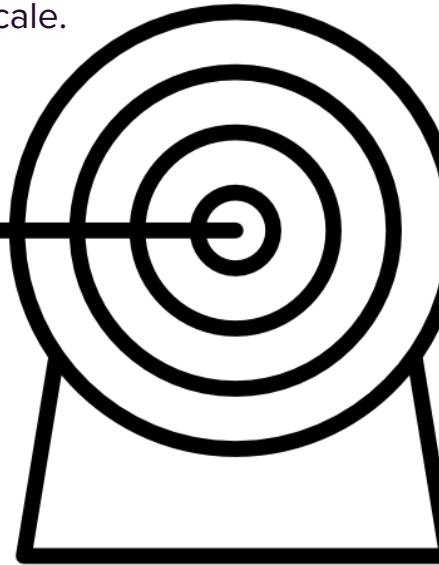
### **Enable value-based Personalization**

Easily position product and solutions in interactions with each buyer in the group.



### **Create impactful Presentations**

Communicate effectively and deliver resources that are relevant to each persona.





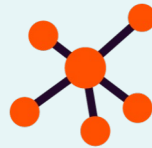
# Better Together to Power the Future of B2B Sales



## Seismic, powered on Azure

Azure powers the Seismic Enablement Cloud capabilities from search to data storage to analytics

**Together,** we operate best-in-class standards for data protection and security



## Suite of Apps and Integrations

10 Seismic apps to seamlessly integrate with Dynamics 365, Teams, Outlook, Office 365 and Sales Copilot

**Together,** we provide productivity and workflows extensibility GTM teams where seller work everyday



## Build Together

The strategic partnership allows us to co-develop future innovations around AI and other technologies

**Together,** we are building tech stacks and apps that will power the future of B2B sellers and enablement teams

# Seismic Integrations Powering Microsoft Tools



Productivity

Workflow

AI & Innovation



Dynamics 365

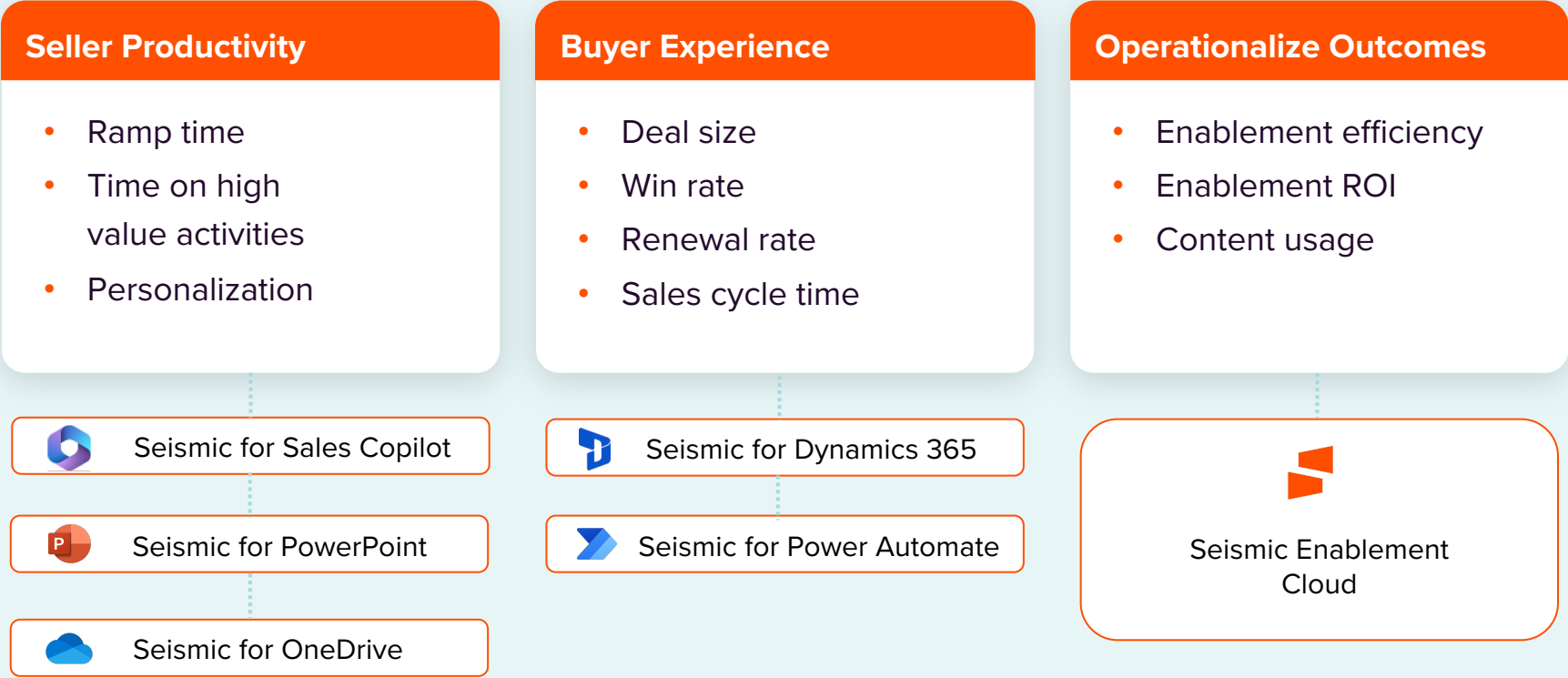


Extending products, automate workflows, and power intelligence to enhance seller effectiveness and productivity.

# Enablement outcomes



Meet sellers where they work and automate workflows for greater efficiency.



**Powered by  
the Seismic  
Enablement Cloud**

- Sales Content Management**
- Learning & Coaching**
- Strategy & Planning**
- Content Automation**
- Buyer Engagement**
- Enablement Intelligence**