

# Collaboration for Key Accounts

MarkLogic makes sales team more strategic with Reveyg.

## The Customer

MarkLogic is trusted by global organizations to integrate their most critical data quickly, securely, and cost effectively. Their highly differentiated data platform eliminates friction at every step of the data integration process, enabling organizations to achieve a 360 view faster than ever.

## The Big Challenge

MarkLogic has an extremely complex sales cycle with multiple stakeholders. They had developed a sales process and best practices to help their sales teams navigate this complex cycle. But the process was difficult to use and adoption was low.

## Help Arrives

MarkLogic implements Reveyg for account planning, stakeholder mapping, and discovery mapping. Now account teams, including stakeholders without CRM access, can view account plans and input customer intelligence. These teams can now collaborate on complex plans of action rather than just individual tasks.

### Life is Good

- MarkLogic has achieved **100% engagement** in account planning
- The sales team can **easily see where to focus** and the management team can easily see where to coach
- **Higher quality data** is being captured
- Paper tools and the **duplicate data** entry that went with them have been **eliminated**



*When we implemented Reveyg, it felt like we were **making people's jobs easier...** Now the whole integrated account team can see the plan and sales reps can get more input. **It's helping them be more strategic.**"*



- PAT GREGORY  
Senior Director,  
Sales Enablement  
MarkLogic



Reveyg, Inc  
300 Galleria Parkway Suite 1850  
Atlanta, Georgia 30339  
+1.404.998.5700 Main  
+1.404.998.5746 Support  
sales@reveyg.com  
support@reveyg.com

For more information visit, [Reveyg.com](https://reveyg.com) to request a demo. →