



HITACHI
Inspire the Next

Hitachi Vantara records \$2.5m in savings in six months, using QorusDocs globally

Industry: Technology

Region: Global

In 2014, Hitachi Vantara selected QorusDocs as its preferred cloud-based proposal management platform as its bid management teams in AMER, EMEA, and APAC required immediate access to accurate, current, proposal-ready content.

The organization reported that QorusDocs enabled its teams to reduce the time and effort required for response development and production. With this being the case, there was scope to motivate for QorusDocs to be introduced to the organization's bid and sales teams at a global level.

Situation

Building personalized presentations in minutes versus hours

When Hitachi Vantara's new strategic bid management practice was established globally, the Head of Strategic Bid Management, Neill Wilkinson, and his team were set the task of leveraging their knowledge, best practices, and content that the team had created and to scale it out to the wider Sales and Pre-sales community within the organization.

The Sales Ops' objectives included finding content faster and increasing the speed of execution. The team demonstrated that using QorusDocs would enable users to find high quality, up-to-date, and verified proposal-ready content in minutes rather than hours. For the business case, the team converted the time saved while performing searches and producing proposals to a dollar value impact.

The team predicted that users could build proposals and respond to entire RFPs within hours and days instead of weeks and would thus give the business – and more specifically, Sales – more time in front of the customer.

Solution

Enabling companies like Hitachi Vantara to close more deals, faster

QorusDocs enables teams to bring their best minds and content together to assemble and customize proposals up to 5X faster. They're able to build personalized presentations in minutes versus hours, using pre-approved and branded content.

With QorusDocs, they're also able to find and combine the most effective pieces of their sales and marketing assets with data-driven content recommendations. And, they're empowered to discover who and what drives a successful proposal with built-in measurement tools for smart follow up.

Results and outcome

A notable return on investment using QorusDocs globally

QorusDocs was rolled out to Hitachi Vantara's global teams and the organization quickly saw a significant return on investment.

In the **six months** from its global launch of QorusDocs, Hitachi Vantara has achieved over **\$2.5m in savings** and estimates that this saving should **close to triple that before it reaches the 12-month mark**.

Winners of the Forrester | SiriusDecisions 2020 Programs of the Year Award for Sales Operations Strategies

After performing a sales activity study, Hitachi Vantara defined the need to introduce some new tools and to drive the adoption of some underutilized tools to enable its Sales and Pre-sales teams to find the right content at the right time within the sales cycle.

As a result, it created a strategy to stitch tools together and align them to when Sales needed them in the sales cycle. This 'digital selling platform' included a number of software solutions, along with QorusDocs, and ultimately resulted in Hitachi Vantara receiving the Forrester | SiriusDecisions 2020 Programs of the Year Award for Sales Operations Strategies.

New tech developments for global business support in the pipeline

Hitachi Vantara has a growing demand to support its global business with the addition of multiple languages. As such, the company is working with QorusDocs to develop tech features that support the automated output of content in multiple languages, while only having to maintain an English repository.



“During the nine years that I have been in Hitachi’s bid management group, I have seen what it takes to close deals. Experienced people, quality content, and the right tools all form part of success. Using QorusDocs enables our users to find high quality, up-to-date and verified proposal ready content in seconds and minutes instead of hours.”

Neill Wilkinson,

Head of Strategic Bid Management, Hitachi Vantara

About Hitachi

Hitachi Vantara is a global information technology company that provides customized solutions to ensure their customers’ successful digital transformation and the Internet of Things (IoT), as well as cloud, analytics, application, big data, and mobility solutions.

See QorusDocs in action!

Smart, speedy proposals. The fastest way to win business.

REQUEST A DEMO

For more information please visit:

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About QorusDocs

QorusDocs is cloud-based proposal management software that streamlines RFP responses and automates proposal creation.

Intuitive and easy-to-use, QorusDocs enables teams to quickly respond to RFPs and create personalized, professional-looking proposals in minutes instead of hours, directly from Microsoft Office apps and popular CRM systems.

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