



# ONE TO WATCH REPORT SEISMIC

MAY 2021

## FAST FACTS

**Headquarters:** San Diego, California

**Headcount:** 1,000+

**Year Established:** 2010

**Chief Executive:** Doug Winter

**Latest Revenue:** Undisclosed

**Operations:** Global

**Web Address:** [www.seismic.com](http://www.seismic.com)

**Investor Status:** Series F Investment (2020)

**HQ Address:** 12390 El Camino Real, San Diego, California United States.

## SEISMIC - A SNAPSHOT

Seismic is all about Sales Enablement and Marketing Enablement. In summary, the software business helps their customers to deliver a more personalised and interactive experience and ensures that the sales team has access to the content they need at the right time.

Sales and Marketing enablement are both very popular and high-growth areas - they were before the pandemic, but as both sales/marketing staff and the prospective customers are dispersed, the need to deliver timely and actionable sales content is now more important than ever. Seismic therefore plays an invaluable role for organizations to be able to get the right piece of content to the right customer contact, at the right time - and (through their LiveSend technology) understand what that contact did with the collateral.

The business has grown exceptionally well since it was founded in 2010 (sales started in 2012) and the latest round of funding (Series F) raised over \$90m - valuing the company at over \$1.6B.

## THE MARKET THEY ADDRESS

Sales and marketing teams can be found in almost any company of almost any shape and size. They all deal with similar challenges and Seismic address a number of these through their sales and marketing enablement platform.

One of the perennial challenges for any sales person is getting access to up-to-date sales content. Knowing where to go, who to ask and where to find that report or sales document can be frustrating and time-consuming. It's one of the age-old gripes for any salesperson. Seismic solves this problem through their platform. Sales content is consolidated in one location and easily searchable. Furthermore, taking things to a whole new level, using the LiveSend functionality ensures that documents can be sent directly from Seismic to customer - and tracked to see whether it was opened and if they read it (amongst other capabilities).

Customers needing the Seismic platform can be in pretty much any industry, any location and almost any size. The need is almost universal provided the commercial model can fit the budget of the customer with the need.

## FOUNDERS

Seismic were founded in 2010 by a team of five - all are ex-EMC and had a background in content. They understood the importance of providing the right information to the right people. In this case - how important it was to provide the right information to sales team members at the time that it was most needed. Over a decade on and through six rounds of funding, it is refreshing to see that all still have an active role in the business with four out of the five playing key leadership roles.

The CEO of the business is Doug Winter but he is supported by Marc Romano (CTO), Ed Calnan (CRO) and Fred Xie (EVP Engineering) all founders therefore holding strategically important roles. The team has stayed the course together and Seismic are clearly reaping the benefits as they enter a new decade with the business firing on all cylinders. This is a senior leadership team who obviously know their market exceptionally well and also know how the business they founded can really impact the industry.

## HOW DID THEY GET HERE?

Seismic was founded in 2010. Sales started in 2012 and since then the business has seen a real growth trajectory that has led them to their latest funding round (F) in Autumn 2020.

- Company founded 2010 and sales commence 2012.
- Series A funding of \$4.5m - 2013.
- Series E funding of \$100m - late 2018.
- Purchase of Percolate - 2019.
- 148% increase in active users - H1 2020.
- 900 employees, 14 offices, 750 customers - 2020.
- Series F funding - £92m led by Permira - Autumn 2020.

## INVESTORS & PARTNERS

Seismic has so far attracted circa \$270m in funding across a total of six funding rounds - culminating in the Autumn 2020 series F funding led by the new largest stockholder - Permira. Valuing the company at over \$1.6b, this has been a very successful exercise from an initial investment of \$4.5m in the first round (2013). It is expected that the latest funds will arm the business with resources to make acquisitions, grow headcount and expand further internationally. In Permira, they have a financial backer with experience scaling businesses in the software marketplace and a company capable of driving Seismic to future success.

In terms of business partners, Seismic are closely linked to the major sales and software businesses - including the likes of Salesforce and SalesLoft (technology linked with the Salesforce platform to enable users to tie together customer activity and sales/marketing data). By bringing the platform together with the key technologies used by sales people across the world, Seismic can ensure that they become an intrinsic part of a customer's sales team.

# CUSTOMERS

The Seismic platform is suitable for almost any business to business customer engagement and applicable to organisations of all shapes and sizes across the globe. With circa 750 customer deployments, we expect that there is still considerable potential for future growth and this will be expedited by the remote-working requirements brought about by the Covid-19 pandemic.

Seismic promote customer references such as Experian, New York Life, NCR and Hitachi. In many cases those and other customers claim to be saving significant sales time by streamlining process to find pertinent data. They also talk to how the ability to personalise content differentiates them from competitors and how the platform promotes the education and time to value of their sales team members.

Although at first glance it would be sensible to assume that the sales teams are the main candidates to use Seismic, the use case tends to be broader. The marketing teams are important users as they can distribute content, manage content and assess demand for that content through the platform. Furthermore sales and channel enablement teams can gain significant value by controlling content, distributing materials and measuring uptake - all of which have been challenging issues and previously needed multiple in-house and off-the-shelf technologies.

# WHY THEY ARE 'ONE TO WATCH'

Viewpoint Analysis rate Seismic as a company that is 'One To Watch'. The business has grown rapidly in a few short years and we see a great deal of opportunity ahead. With circa 750 customers around the world, there is clearly a great deal of growth still to be had - particularly as the need for a Sales and Marketing Enablement Platform offers such broad market appeal.

One of the most familiar complaints of any sales team is the amount of time invested in non-sales related activity - particularly finding content, building proposals and creating new demand messaging. Often that information is available but hidden across multiple platforms and on the laptops of marketing and product management leaders. Seismic can have a significant impact on this challenge by bringing all the content together in one place but also by making sure that it is easy to find. Solving (or even partially solving) this issue releases one of the most time-poor business units to spend valuable time hunting new opportunities.

The current business environment is another factor in our reasoning. As Covid-19 continues to create challenges with many business functions working from home, getting the right sales and marketing collateral to the right contact is a completely new predicament. Almost all marketing content now goes to an email address - meaning that high value prospects (e.g. CIO) have to endure a deluge of sales emails. If the content does get to the right person and they read it - there is little way of knowing that they did, unless they respond back. Again, Seismic tackles this problem head on by helping sales and marketing teams differentiate themselves by providing personalised and high-value content - and the ability to track what got opened, what got read, and where the customer spent time on the content.

We would expect that the latest round of funding will also help Seismic to continue to grow - both in terms of the breadth of the sales team (and therefore the number of customers and regions that they can serve) but also to perhaps acquire bolt-on technologies/businesses and fund research and development to develop the platform still further. The continuity of the leadership team - added to the new senior talent that has been added in the last few months - will also ensure that Seismic spend the new funds wisely in order to make the most of the opportunity ahead of them.

For these reasons, Seismic are a worthy vendor to be featured as a 'One to Watch' and we look forward to reviewing their progress over the coming years.



# VIEWPOINT ANALYSIS

## ABOUT VIEWPOINT ANALYSIS

Viewpoint Analysis Ltd is a Vendor Insight Analyst. We spend our time understanding the global IT vendor community so that our customers don't have to. We use this deep understanding to then guide end-user businesses to find the right technology vendors to meet their needs and help the IT vendor community through promotion services to help them stand-out from the crowd and find new pipeline.

Based in Leeds, United Kingdom, the business was set-up to promote the global technology marketplace and to build bridges between the IT vendor community and the end-users that need them.

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