

# TECHNOLOGY COMPANY WIDEN TO HIGHSPOT



## KNOW YOUR CUSTOMER

### Company Background:

\$12 billion technology company and leader in visual computing that designs graphics processing units for the gaming and professional markets, as well as chip units for the mobile computing and automotive market.

### Users:

- Partner Network

### DEP Leads:

- Director Digital Mktg
- Global DAM Administrator
- Program Manager



## UNDERSTAND YOUR CUSTOMER

### Use Case:

- Using Highspot as a partner portal for sharing sales and marketing content in order to drive sales enablement for their partners
- Needs an integration so assets can be pushed from Widen and accessible via Highspot



## GOALS

- Drive scalability by sharing assets to the external partner community in real-time
- Streamline access to latest sales and marketing content through a single portal
- Drive consistency in sales messaging with updated version of assets to partners
- Minimize training by leveraging Highspot's UX to deliver content from Widen

GET IN TOUCH WITH US TO FIND OUT HOW WE CAN TAKE YOUR TEAMS TO THE NEXT LEVEL TODAY.



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