

CASE STUDY

DevOps company finds peace of mind and the ability to successfully pivot conversations with prospects



Participants have been compensated for their participation in the creation of this case study. The opinions expressed here are their own.

CALL OUTS

17 Competitors Monitored

425 URLs Monitored

158K Insights Gathered

131K Automations Triggered

IN BRIEF

CircleCI's teams needed to know that they were acting on up-to-date information that could change the way they presented key differentiators, but manually gathering data from the vast competitive landscape and trying to keep everyone informed at all times was simply not sustainable.

Their new competitive intelligence program with Kompyte and the insights provided enable the sales team to successfully pivot conversations with prospects and customers which has not only built the confidence of internal teams, but resulted in increased success.

ABOUT

Founded in 2011, CircleCI is a DevOps software delivery engine that manages software teams' every source of change so they can have confidence in their code and accelerate innovation and growth.

CHALLENGE

CircleCI found they were spending too much time manually collecting data, trying to segment trends, and validating or disproving hypotheses.

Because the entire industry is relatively new, the competitor landscape is complex. There are few direct competitors but several indirect competitors to watch. They knew they were making trade offs based on limited bandwidth - looking at just a few competitors or not looking into several important alternatives as deeply as they would like, which led to some uneasiness.



“Because we didn’t have one central source aggregating a lot of these trends and bringing in the kind of information that would help us in making business decisions or understanding how the landscape was changing, there was a lot of uncertainty.”

~Aisling Conroy, Sr. Manager of Competitive Intelligence

They wondered, “Are we responding to the latest information? Does what we know about differentiation still hold true?”

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SOLUTION

They realized that if they were going to continue with a manual competitive intelligence program, they would either have to focus on a very few elements to update across the wide competitor field, or closely target one or two competitors. Neither of those seemed an acceptable trade off.

CircleCI needed everyone on the team to feel confident in their product differentiators and the current state of the market at any given time. The way Kompyte aggregates trends, filters out the noise, integrates with Salesforce, and boosts efficiency means everyone can access real-time insights that help win more deals.

CircleCI did evaluate a couple of other solutions and had some conversations, but where Kompyte originally stood out was in the first interactions with the team.

“They were able to provide detailed insights and they really spent the time to understand the unique problems that CircleCI has - the fact that it is a new industry, operating in a new market - the complexities of having so many competitors to look at.

Their interest in my use case was something that kept presenting itself as we worked together to choose the solution that CircleCI would take. During the first conversation, they knew enough about the DevOps landscape and about what CircleCI was interested in to be able to highlight a couple of trends that were of interest to me. And that showed me that they understood what I was talking about. Not only that, but Kompyte had the power to be able to pretty straight away pick up some of the trends that I was most interested in.” - Aisling Conroy, Sr. CI Manager, CircleCI

About specific features that attracted her to Kompyte, she adds:

“It has a Salesforce integration and Kompyte is viewable as a tab in Salesforce. So when our customer-facing teams are on Salesforce, in a click they can get the information they’re looking for directly where they’re working already. So that was a big differentiator for us. I also like the fact that it’s easy to export Battlecards as a pdf.”

RESULTS

CircleCI reports that, across teams and since adopting Kompyte, people feel confident that they have the latest information about what’s going on in the market. Having that one place to update all of the customer-facing content the team uses means everyone knows virtually in real time when CircleCI has updated a feature or if an unexpected market trend pops up. Kompyte has become their virtual partner in competitive intelligence, the safety net that catches what could easily be missed in manual competitive intelligence monitoring.

When it comes to time saving, they find Kompyte particularly shines at times where there is an unexpected change in the market that requires near-instant understanding, analysis, and reaction. They estimate a near doubling in efficiency in these urgent situations.

The team as a whole appreciate the new-found confidence that comes from having Battlecards always available and up to date, and report using the information to successfully pivot conversations with prospects and customers which translates to increased success.

“It’s also just the peace of mind, I think, in knowing that, when something happens, both from CircleCI releasing a new feature and or from in market actions, that very quickly, we’ll be able to understand what happens, internalize it, analyze it, and create recommendations off it and then update battle cards or customer facing content accordingly. It makes that whole process so seamless, that it offers great assuredness and peace of mind.” Aisling Conroy, Sr. CI Manager, CircleCI

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How do you use Kompyte in your everyday work?

"Every morning I get an email from Kompyte with a quick overview of the social buzz that is happening with competitors.

I then move on to the Collect feed where I do a quick scan. Because of the way it is set up it is easy to check for a certain date range for a certain competitor.

While I do look at it on a daily basis, where I've seen the time I need to invest go down is on the Battlecard side, because the way the Battlecards work in Kompyte, it's very easy to make changes and then for them to be immediately implemented.

On a regular basis I have a look into how folks are using the Battlecards and which are being used most often. For the ones being used less often I'll see if I can make any changes there to improve the information contained in them.

And then where I'll partner with my colleagues on the marketing team is that we use the keyword research and the ad timeline research to look at the effectiveness of certain messages, the kind of competitors, and where they're placing their emphasis from a messaging perspective.

Where the value of the automation tools that Kompyte provides really shows itself is around those times in the year where there's significant market events. So leading up to a big industry event, perhaps, I'm able to set up a workflow with the automations tab to look for some keywords and monitor what's kind of percolating through through social and through press releases. And that's something that I think would have been far more onerous to do if I was doing it manually. But just with a few keywords and a quick setup, I know that when those kinds of events happen, I have Kompyte there to be able to get the key details for me.

So it's taken away the kind of "Oh, no!" feeling when something might happen in the market and it gives me more confidence in knowing that whatever is happening, I have a good way to track exactly what the sentiment is, exactly what people are saying about it. So that's the benefit both on a daily basis, and kind of on an ad hoc basis. They're both really important."

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