

Centralize Content and Process at Scale

Case Study

Extreme Networks leveraged Upland's Kapost during multiple acquisitions to align campaigns and rebrand marketing assets in record time.

The Challenge

Facing down three acquisitions in one year, Extreme Networks needed to align multiple teams around a centralized strategy. Keeping track of rebranding hundreds of assets using both internal resources and freelancers in spreadsheets just wasn't scalable.

- + Multiple Teams to Align
- + Limited Processes and Workflows
- + Inability to Scale

The Solution

With Upland's Kapost application for content operations for sales & marketing, the creation of marketing campaigns transformed from chaotic to streamlined with templated workflows, established processes across teams and contributors, and a single source of truth for campaigns, deadlines, version updates, and strategic alignment.



“No one asks me where a particular asset is any more. Everyone knows to just check Kapost!”

-Jim MacLeod, Director of Creative & Digital Marketing

Onboarding, Expedited

Familiarizing new employees to the content creation process is quicker than ever with videos Jim MacLeod, Director of Creative and Digital Marketing, created for his team on how to use Kapost's Studio and Gallery. New employees only need four and a half minutes of training, and they are off to the races. Kapost alerts users when they're up next in the workflow, making it easy to know immediately what their next task is.

Collaboration and Alignment, Simplified

Existing team members, new employees, and freelancers alike can now collaborate in one central area with immediate insight into the strategic context of each asset and campaign, smart workflows, and communication history with @mentions. With tracking all in one place, there's no lost time searching for what has been done before or what needs to be done next as content switches hands.

Version Control, Optimized

Creating one central content repository inside Kapost allows Extreme Networks to make necessary updates in one place and publish those changes automatically to all linked versions. With content spread across so many platforms, Jim's teams can be confident that the most recently updated—and approved—content is live everywhere.

The Right Content, Found in an Instant

Campaigns and content are no longer lost among the spreadsheets, email, and maze of hard drive folders. All teams from product to corporate to channel marketers now know with keyword, tag, and global search they can always find the right content for the right context at exactly the right time. No more wasted work on content that already exists!

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100% customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit uplandsoftware.com.



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