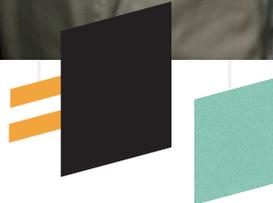


Case Study

**Nuance
Communications
wrangles complex
technical
information
with Qvidian.**

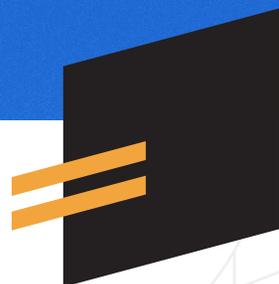


INDUSTRY
Computer Software

COMPANY
Nuance Communications
Burlington, MA
nuance.com

Nuance Communications' healthcare team provides voice-enabled technology that improves the entire clinical documentation process, resulting in a better patient-physician experience.

Nuance Communications' healthcare division worked with Qvidian Professional Services to unlock more value from their Qvidian software — and, in the process, turned their RFP response team into product experts on over 20 highly technical software products. How? By creating an easily accessible library of up-to-date proposal content in a sector that's constantly changing.



How do you train your team to master over 20 products at the same time?

Nuance needed a better system for managing complex information.

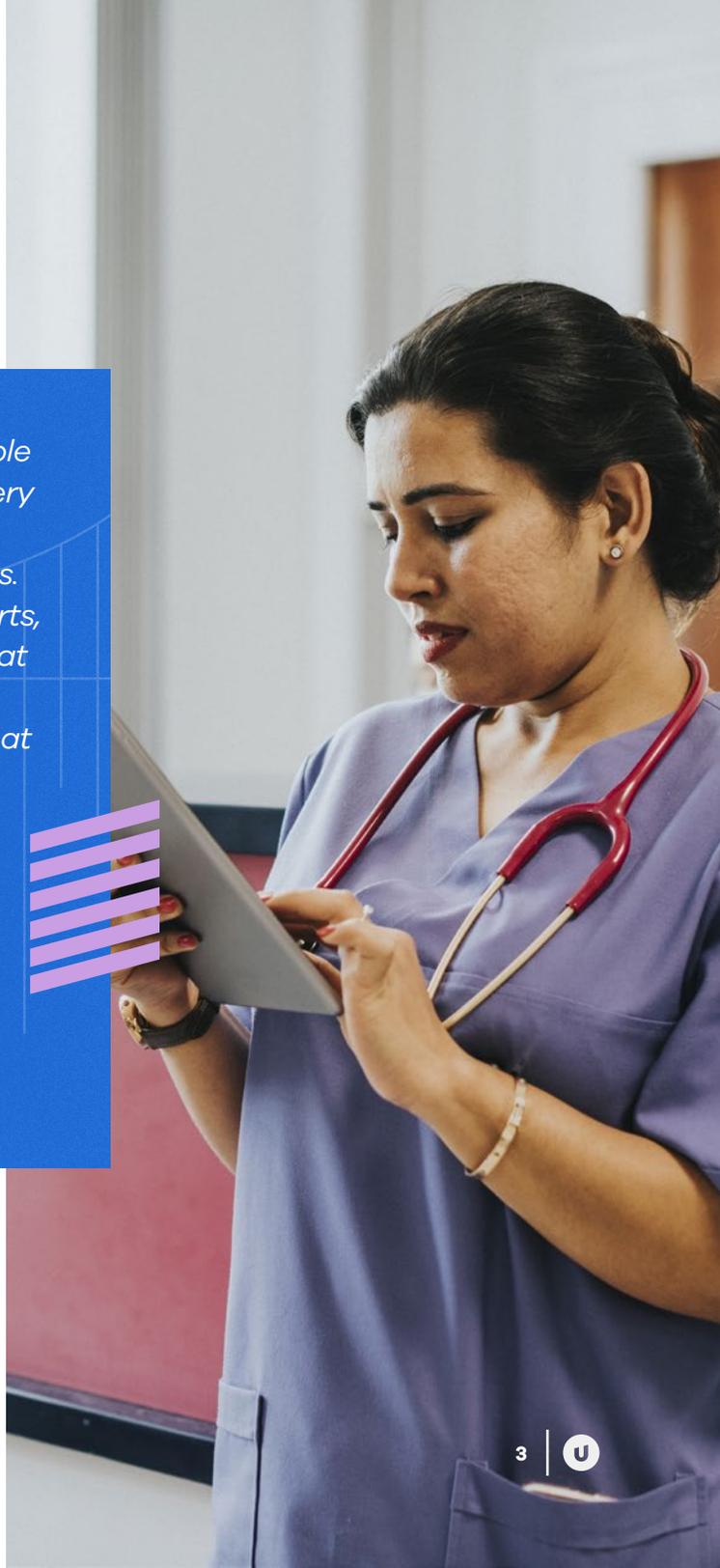
The new RFP response team for Nuance's medical division had a lot to get their heads around: medical documentation, security, privacy, artificial intelligence... Oh, yeah, and the ins and outs of more than 20 different software products. With that sort of complexity, creating proposals was no easy feat. Add to that the fact that their business was constantly evolving — which sometimes meant information changed as fast as they could learn it.

Qvidian helped turn Nuance's team into product experts.

Qvidian Professional Services helped the team figure out the best way to manage content. They created a central library to store information about their many highly technical products. They also helped develop a review process where content that's more than six months old is routed to expert reviewers to keep information current. Needless to say, this makes creating proposals easier — and more effective.

"Our proposal team is able to handle 60 - 80% of very technical questions on highly complex products. People think we're experts, but it's really Qvidian that makes us look good by putting the information at our fingertips."

– Mark Marcinowski
Proposal Manager,
Nuance Communications



Now, Nuance keeps their content current, accurate, and accessible.

A little bit of training and a whole lot of tagging makes all the difference.

When Proposal Manager Mark Marcinowski joined Nuance Communications' healthcare team, he discovered that they had purchased Qvidian to automate RFP responses and proposals. But there was only one problem: no one was administering the software. He saw the opportunity to improve the company's proposal process by tapping into the full power of this RFP and proposal management tool and contacted Qvidian Professional Services for training.

Through Qvidian's training, the proposal team learned how to create and maintain clean and accurate proposal content.

They also implemented a review process that included setting content expiration dates. "We tag data that is six months old," said Marcinowski. "At that point, we engage a Product Manager or Sales Engineer with the data we need them to review. This keeps the information in the system fresh."

With Qvidian's central library, now Nuance has one trusted place to store all their proposal content. Not only is everything easily accessible, but it's always up to date — a key factor in successfully managing the complex product details about Nuance's constantly evolving offerings.

The Nuance healthcare team works smarter with Qvidian.

Since engaging Qvidian Professional Services, Nuance's team is enjoying a smooth and efficient proposal creation process. In fact, thanks to Qvidian, colleagues mistake them for masters of Nuance's entire product portfolio. "Because of Qvidian, our proposal team is able to answer 60-80% of very technical questions on highly complex products," said Marcinowski. "People think we're experts on each product, but we're not. It's Qvidian that makes us look good. Qvidian puts the information at our fingertips."

Results for Nuance

Up to 80%
of each RFX response
answered automatically

49
security questionnaires
responded to quarterly

20+
complex software products
detailed in proposal library

Upland Qvidian automates away the tedious and frustrating parts of RFP response and proposal processes. With Qvidian, sales and proposal teams can collaborate effortlessly to quickly deliver polished and compliant proposals, presentations, and sales documents. With an unmatched 25 years of experience, more than 1,000 companies and 200,000 users worldwide rely on Qvidian to meet deadlines, tame proposal content chaos, and win more deals.