



# 2019 Sales Enablement ROADSHOW

PRESENTED BY  
**RO Innovation**  
Qvidian

**RO Innovation Customers: Several of our sessions include hands-on activities. Please bring your laptop so you can participate!**

Time	Topic
7:30-8:30 AM	Networking Breakfast & Registration
8:30-10:00 AM	<b>Keeping Your Data Clean</b> As with most databased platforms, it is imperative to keep a close eye on the validity of the data contained within, the RO platform is no exception. Learn how to identify stale data through reporting and analytics. Utilize backend processes to keep referenceable contacts fresh and content up to date with current marketing and sales strategies.
10:00-10:15 AM	Break
10:15-11:45 AM	<b>Reporting Analytics</b> The new Upland RO Analytics is an Enterprise-wide analytics solution to enable data driven decision making with robust and configurable analytics capabilities and a seamless user experience. In this session you will discover the key features, standard dashboards, and reporting options.
11:45-12:15 PM	<b>Open Q &amp; A</b> The Open Question & Answer session is your chance to ask an expert a question about any Qvidian or RO Innovation topic you would like. A sample database will be used to demonstrate functionality and answer questions based on the interests and requests of the audience.
12:00-1:15 PM	Networking Lunch
1:15-3:00 PM	<b>How to Improve User Adoption</b> You've provided your sales and marketing teams the right tech tools to deliver the best content and references throughout the buying process, but usage isn't quite where you want it to be. Join us as we cover practical tips and proven strategies to increase your team's adoption of the RO Innovation platform and boost customer success.

**Thank you for attending!**