

Securing Success: How Lookout Boosted Productivity with Embrace.ai

Benefits



15-20%
productivity gain
for BDRs



15-20% time
savings on written
content creation



Improved
objection handling



Addressed multi language needs for
French, German, Italian, Japanese, Spanish,
and more languages



Improved new hire
training on
Lookout's products

Challenges Faced

Lookout's challenges were impacting its efficiency and productivity across various departments:

- Needed improved quality of communications within the BDR and sales teams
- Inconsistent tone and approach in conversations
- Slow speed and subpar quality of responses to prospects
- Difficulty in fully leveraging existing knowledge assets
- Goal of marketing productivity improvements, particularly in creating content efficiently
- Desire to leverage AI while ensuring that any solution they used was safe, private, and secure

Solution

Lookout brought digital assets into Embrace from its sales enablement system, RFP response system, website, and other sources, leveraging existing content for new applications. It now uses Embrace through both Slack and Embrace's web interface across more than 75 users in Marketing, Business Development, Sales, Channel, and Product.

"Embrace has successfully leveraged existing marketing content from a wide range of sources which has been a win."

Deb Wolf, Chief Marketing Officer



Lookout

Customer Profile

Lookout, Inc. is a leader in data-centric cloud security. It uses a defense-in-depth strategy to address the different stages of a modern cybersecurity attack. Data is at the core of every organization. Lookout's approach to cybersecurity is designed to protect that data within today's evolving threat landscape no matter where or how it moves.

People — and human behavior — are central to the challenge of protecting data, which is why organizations need total visibility into threats in real time. The Lookout Cloud Security Platform is purpose-built to stop modern breaches as swiftly as they unfold, from the first phishing text to the final cloud data extraction. Lookout is trusted by enterprises and government agencies of all sizes to protect the sensitive data they care about most, enabling them to work and connect freely and securely.

Industry

High Tech

Users

- Marketing employees
- Business Development (BDR) & Sales employees
- Channel employees

Benefits for the Marketing Organization

Across Marketing, Embrace has unlocked significant productivity and efficiency gains:

- Embrace has been instrumental in enabling quick and effective creation of a wide range of content as well improving the quality and speed of communications.
- The tool has also facilitated better engagement with the brand's existing knowledge content, improving the overall quality of marketing outputs.
- Sophie Hammel, Senior Regional Marketing Manager, noted increased confidence in results compared to other tools, especially in staying aligned with brand messaging and leveraging translations for short-form content in multiple languages.
- Embrace has generated event-related content, such as emails, invitations, and follow-up communications.
- **The team has improved their content writing productivity and efficiency by 15-20%.**

"Embrace is, by far, the best investment in marketing tools that we made last year. It has shown its value over and over again, unlocking knowledge for the team, helping to more quickly produce strong content across the entire organization, and proving itself as a tool we use in our workflows daily."

Deb Wolf, Chief Marketing Officer

Benefits for the BDR Team

The Business Development Representatives (BDR) team at Lookout experienced substantial benefits with Embrace:

- Chris Macumber, Manager of Business Development, stated, "We know with confidence that Embrace will give an accurate representation of what Lookout's products can do."
- Confidence in Embrace led to improved objection handling effectiveness and a **15-20% productivity gain for the BDRs** due to streamlined access to information.
- The integration of Embrace with Slack was praised for its ease of use during live calls, "The fact that people don't need to go to another application and can just go to Slack is huge."

"Embrace has helped turn a 'no' into a 'yes' on prospect calls."

Chris Macumber, BDR Manager

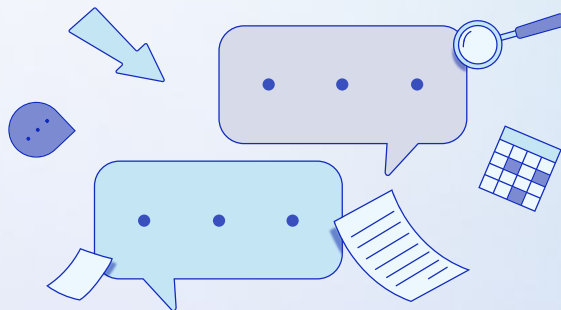
Benefits for the Channel / Partner Team

Dinara Bakirova, Head of Worldwide Channel Operations, has harnessed the power of Embrace to revolutionize her workflow and communication within the channel and partner ecosystem:

- By leveraging Embrace for key communications, she was able to enhance the clarity and effectiveness of her messages.
- Improvements showed in the speed and efficiency of creating content for the partner hub and award submissions for the partner program, where **she reported a staggering 90% time saving.**
- Dinara's vision for the future includes leveraging Embrace across all partner communities in multiple languages, which she believes will bring phenomenal productivity gains.
- This strategic use of Embrace not only addresses the immediate operational efficiencies but also aligns with Lookout's broader goals of enhancing global partner engagement and communication.

"I am a great fan of Embrace.ai's technology; I use it on a daily basis to send formal communications to partners in different languages, create social posts and make presentations. The tool is very easy to use and saves a lot of time and effort. Great technology and great productivity!"

Dinara Bakirova, Head of Worldwide Channel Operations





About Embrace.ai

Embrace.ai is an AI-driven platform designed to optimize how companies manage and utilize their internal knowledge, enhancing interactions between companies and their customers. The platform integrates into business workflows to improve go-to-market efficiency by providing conversational access to essential content and enabling various functions such as marketing, sales, and customer support. This approach helps businesses streamline processes and ensure that all interactions are informed and personalized, aligning with the needs and expectations of modern consumers. To learn more about Embrace.ai offerings, visit embrace.ai and follow Embrace.ai on our [blog](#) and [LinkedIn](#).

For more information visit

[Embrace.ai](https://embrace.ai)