The Seismic Playbook for Avid

A Guide to Help You Take Advantage of the Many Features Seismic Offers
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I. Overview

Seismic is a Sales Enablement Platform that gives users quick access to the content they need to anytime, anywhere through dynamic searches and a wide range of personal customization. This guide will highlight the basic layout, functionality, and useful features the platform offers.

Some Things You Should Know

- Replacement for Sales Central
- Simplified Folder Structure
- No VPN required
- Mobile Friendly
- Multiple Plug-In Capabilities (SalesForce & Outlook)

How to Navigate Seismic

Seismic’s Search Capabilities

Search By meta-tags
- Content Type, Segment, Product, Language, Workflow, etc.

Search by Keywords
- Will display content if keywords are in content title and/or within content copy

Wide vs. Narrow Search Results
- Your search will draw results from the current folder you’re in
- To do a search of the whole library you must be in the home folder
- To do a search of only datasheets do the search from the folder, etc.
II. How to Access the Seismic DocCenter from Within SalesForce

Users within the Avid sales organization now have the ability to access the Seismic DocCenter directly from within SalesForce. The following procedure will help applicable users access and begin taking advantage of this capability.

- The first step is to log into your SalesForce account and make sure you are under the “AvidForce” module:

![AvidForce Module](image)

- The next step is to go within the Seismic tab which has been added to your SalesForce account for your convenience. If you do not see it along the task bar, click on the “plus” sign to show all available SalesForce Tabs.

  - Once you click on the plus sign you will find the Seismic tab which appears as

![Seismic Tab](image)

- The Seismic tab will then prompt you to log in -- use the same credentials as you would when logging into the Seismic DocCenter:

![Seismic Login](image)

  - Once you are logged in you should be able to view the Seismic DocCenter, which functions exactly as the one you would access outside of SalesForce
    - You can also switch to the “list” view that is a little more user friendly and organized
III. How to Use the Personal Space & Personalized Folder Structure on Seismic

This section will highlight how users can use the personal space function to their advantage by using the following features:

- Create their own folder structure to more effectively organize content they have added to their personal space
- Add content to the personal space and in specific folders
- Share personal space content with customers and clients

A. Creating Folders Within Your Personal Space

1. To access your own “personal space” within the DocCenter click on the “Personal Content” Tab along the top tool bar:

2. Once you are within your personal space you will notice that the AVID profile folder structure is replaced with the following:
   a. content you may have already added your personal space
   b. your document cart
   c. any folders you may have already created

3. You can toggle between “list view” and “tile view” by clicking the different view buttons. List view provides a little more information on each document and folder.

4. To add a new folder to your personal space click on the + in the top right-hand corner.
5. It will prompt you to name the folder.

6. Once you click “OK” you will see that the folder is added to your folder layout.
a. You can create sub-folders within current folders. To do this follow the same steps above.

B. Posting Content to Your Personal Space

1. To add a particular item to your “Personal Space” go to the download page of that specific piece of content and click on the symbol. This will list the additional distribution options for the content.

2. Select the last option that says “add to space”. This will bring up a prompt where you can choose the folder to place the content:
3. If you go back to the folder you will see that the content has been added:

C. Folder Sharing and Distribution Options

As you have many distribution options with sales collateral within Seismic you also have the option of sending customers an email so they can download the contents of an entire folder all at once. This could be useful in creating specific collateral packages for customers. For example, you could create a “Pro Tools” folder filled with Pro Tools Content. With the “LiveSend” distribution option you could send the contents of the entire folder to a client for them to download in just a couple of clicks. This could save you a lot of time instead of having to assemble a Pro Tools Sales Collateral package manually each time a customer expresses interest.

Other distribution options for sharing a folder include:
   a. Direct Download
   b. Email Contents from within Seismic
   c. LiveShare
      i. Like a JoinMe session to review the content
   d. LiveSend
      i. Sending an email with the following added functionalities
         1. Password protect the content
         2. Set a content expiration date
         3. Allow recipient to either view or download the content

The other distribution options should be self-explanatory.
IV. How to Rate Sales Collateral on Seismic

Seismic gives users the ability to rate the quality of sales collateral as well as leave reviews. This helps give important feedback to content creators about what the most effective content consists of. This guide will quickly cover how you, as a user, can provide feedback.

1. The first step to reviewing a particular piece of sales collateral is to go to go to the download page for that collateral within Seismic.

2. To leave a review, click on the “Reviews” tab in the bottom left hand corner of the preview window.

3. Once you are within the “Reviews” tab you will see the option to “add a new review”.

4. This will prompt several fields to appear which allow you to leave a star rating, a title for your review, and a brief description.

5. Fill out your review then click “Add Review” once complete. You will see that your review will now be listed and viewable to anyone who clicks on the “review” tab for this particular piece of content.
V. How to Access and Utilize the Seismic Outlook Plugin

**Note** This plug-in currently only works on the Windows Operating system. Mac users can only access via the Windows Operating System loaded onto a Mac (BootCamp, VM).

- To download the plug-in for Outlook click on the following icon when you are logged into the Seismic Library:

  ![Seismic Library Icon](image)

- This will prompt you to download the Outlook plug-in for Seismic. It will ask that you restart Outlook once the plug-in has downloaded and installed.

- Once the plug-in has been installed to Outlook you log into Seismic from within Outlook.
  a. To do this, first click on “file” then “Seismic Options” within Outlook
  b. Once you are within “Seismic Options” click the “login into Seismic” button
  c. You will be prompted to enter your Seismic Username (your Avid email) and whatever password you had setup initially

  ![Sign Into Seismic](image)

- Once you are logged into the Seismic Library you can now attach collateral to an email directly from within Outlook without having to go into Seismic

  *Please note that the “attach” function will limit you to only 15 MB*
• To attach a document from Seismic, first open up a new email message and you will now see the “Content Seismic” button on the toolbar.

• Once you click the “Seismic Content” button this will prompt a window which displays the Seismic library.
• From this pop-up you can select which content you want to attached to the email.

  ![Seismic Content Library](image)

  - Check the collateral you wish to attach to the email then click the “attach” button.
  - You will see that the documents are now attachments on the email.

  ![Attach Document](image)

  - If you need to narrow your search the search capability you enjoy on the DocCenter is also available within the plug-in.
  - To access the search click the funnel button and the meta-tags will appear.
• The “LiveSend” feature allows you to add collateral with extended capabilities such as:
  a. You are not limited to 15 MB (is there a known limit?)
  b. Adding a personal message
  c. Expiration Date to the links to download the content
  d. Ability to view the content a single time
  e. To make the content password-protected
Be sure to check off “allow content download” if you want the recipient to be able to download the content

• Seismic will also email you useful metrics on the content once it has been accessed by the recipient (within the LiveSend window)
  a. These metrics include:
     i. When the recipient accessed the collateral
     ii. The duration of how long they looked at the collateral
     iii. Which pieces of collateral they looked at
     iv. The location where they looked at the collateral
VI. How to Setup a Personalized Signature on Seismic

Seismic gives users the ability to send content directly from within Seismic. This content will now include the signature of the business user so the recipient of the content has contact information to follow up with that business user. This procedure will quickly highlight how to complete your user profile so that your contact information will be included in any content you send to prospects from within Seismic.

- The first step is to log into your Avid Seismic Account--once you are on the main page click on the “User Settings” Button:

- Once you are on the “User Settings” page fill out all of the relevant information you see fit:

```
User Settings
```

Welcome Pat Kelley!

- Once you have added your details make sure you click the “change” button to save your details:
• You should see that moving forward when you email a piece of collateral from within Seismic to a prospect that your email signature will be featured on the resulting email
  a. The information that appears will depend on what you entered in each section on “User Settings”

• To email a piece of collateral from within Seismic, go to download page for that particular item, then, click on the envelope icon and the email window will appear, and enter a personalized message and the intended recipients for the piece of collateral:

• This is what the resulting email would look like to the receiving client:

```
From: Pat Kelley <pat.kelley@avid.com>
To: Pat Kelley
Cc: 
Subject: This is just a test

Message

This is a test to show the function of Seismic personalized signatures.

Thanks,

Pat Kelley
Sales Enablement Specialist

Avid
65 Network Drive Burlington, MA 01803
email: pat.kelley@avid.com

t 978-650-3327
```
VII. How to Access and Utilize the Seismic Windows Desktop Application

**NOTE** The following application is currently only available for Windows operating system.

Released on August 16th 2016, the new Seismic Windows Desktop Application allows Seismic users to download multiple files at once directly from a desktop application. This application syncs automatically with the Seismic DocCenter, constantly updating itself so the newest versions of files are accessible. Users no longer have to click through a file preview page to download collateral. You can copy and paste files from within the application to a file destination of your choosing. The steps below will highlight how to download and make use of the application.

- The first step to get the app is to log onto the Seismic DocCenter and click on the downwards facing arrow in the top right hand corner of the screen.

- Seismic will then prompt you to download the Windows Desktop application. Follow the steps of the setup wizard until you are asked to fill in the “account tenant”. In that space, simply enter “avid”. This is the same tenant requested when accessing the Seismic iPhone App.

- The application will also prompt you to enter in your Seismic login.

- Once the application has been linked to the Avid profile it will begin to sync all the files from the Seismic DocCenter with the application.
  - Please note that this might be a lengthy process, so it is important that you are on a strong connection. It may take several hours to complete since the application is syncing thousands of files. You may also have to click the “resume sync” button several times. The sync may stall each time your internet connection slows. The “resume sync” button will continue to download from where it left off.
  - Also, these files are not hosted on your desktop’s native hard drive. They are hosted in the cloud so you do not have to worry about them occupying your computer’s hard drive space.
• If you click on the folder icon within the application window it will open a folder structure exactly like that of the one in DocCenter.
• Even if the sync has not yet been completed, you can access the files that have been transferred over. The benefit of using this application is that it allows you to copy and paste multiple files from the Seismic Application folder structure to a destination folder of your choosing. You no longer have to download each piece of collateral individually as it is currently the case in the DocCenter.
If you have any questions or issues with Seismic please reach out to Pat Kelley on the Sales Enablement Team.