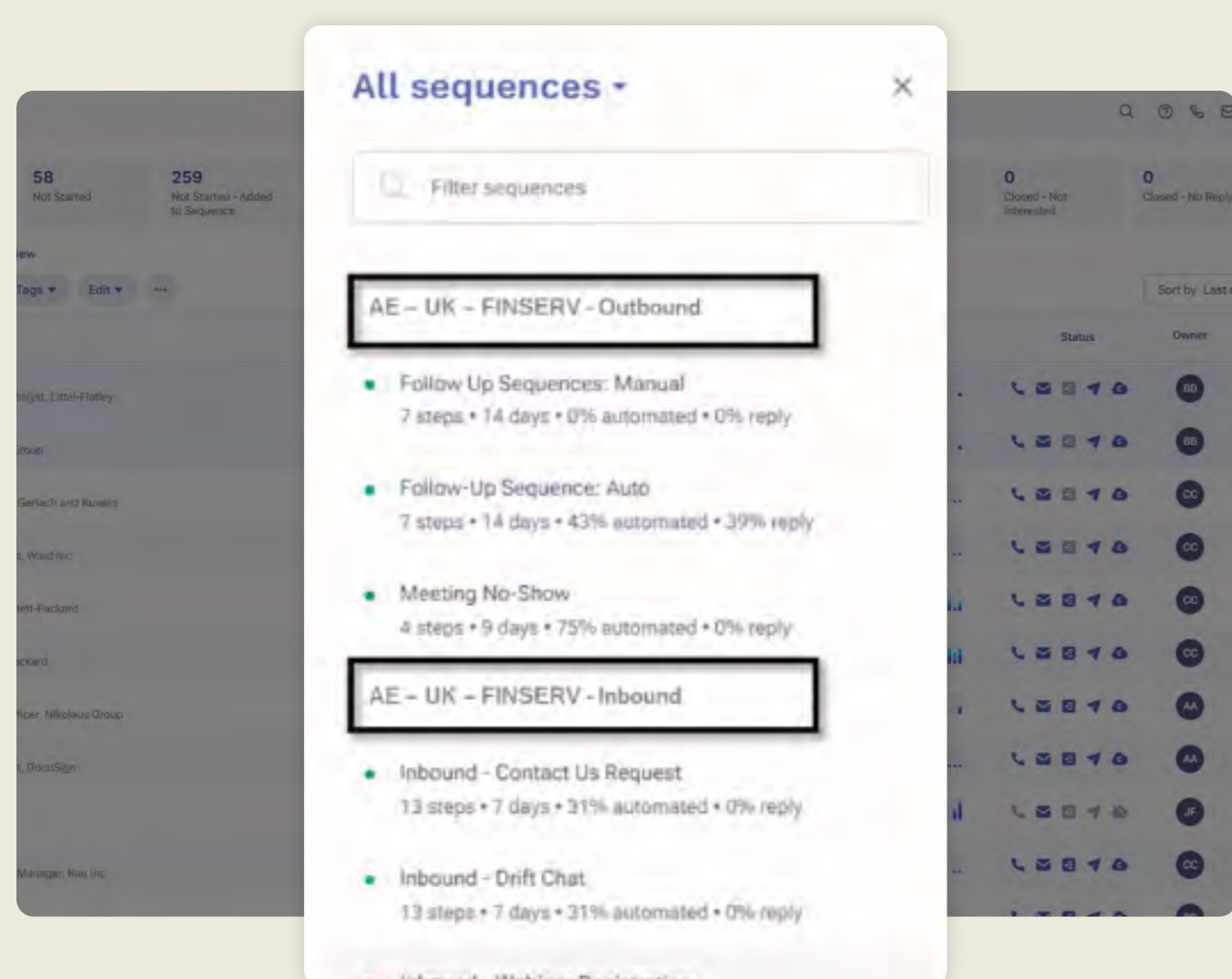


# Control and manage content at scale with Content Governance

According to [Forrester Research](#), **only 23% of reps' time** is spent in the most productive way - actually selling. Unfortunately, trying to find the right content often slows a seller down - or content isn't adopted if reps can't quickly find what they need.

Organizations are only able to run as fast and as far as their governance policies, procedures and controls enable them. [Content Governance](#) is a new solution that leverages Teams and Collections to help organizations boost seller productivity, meet compliance requirements at scale and reduce admin burden. Read further to learn how.



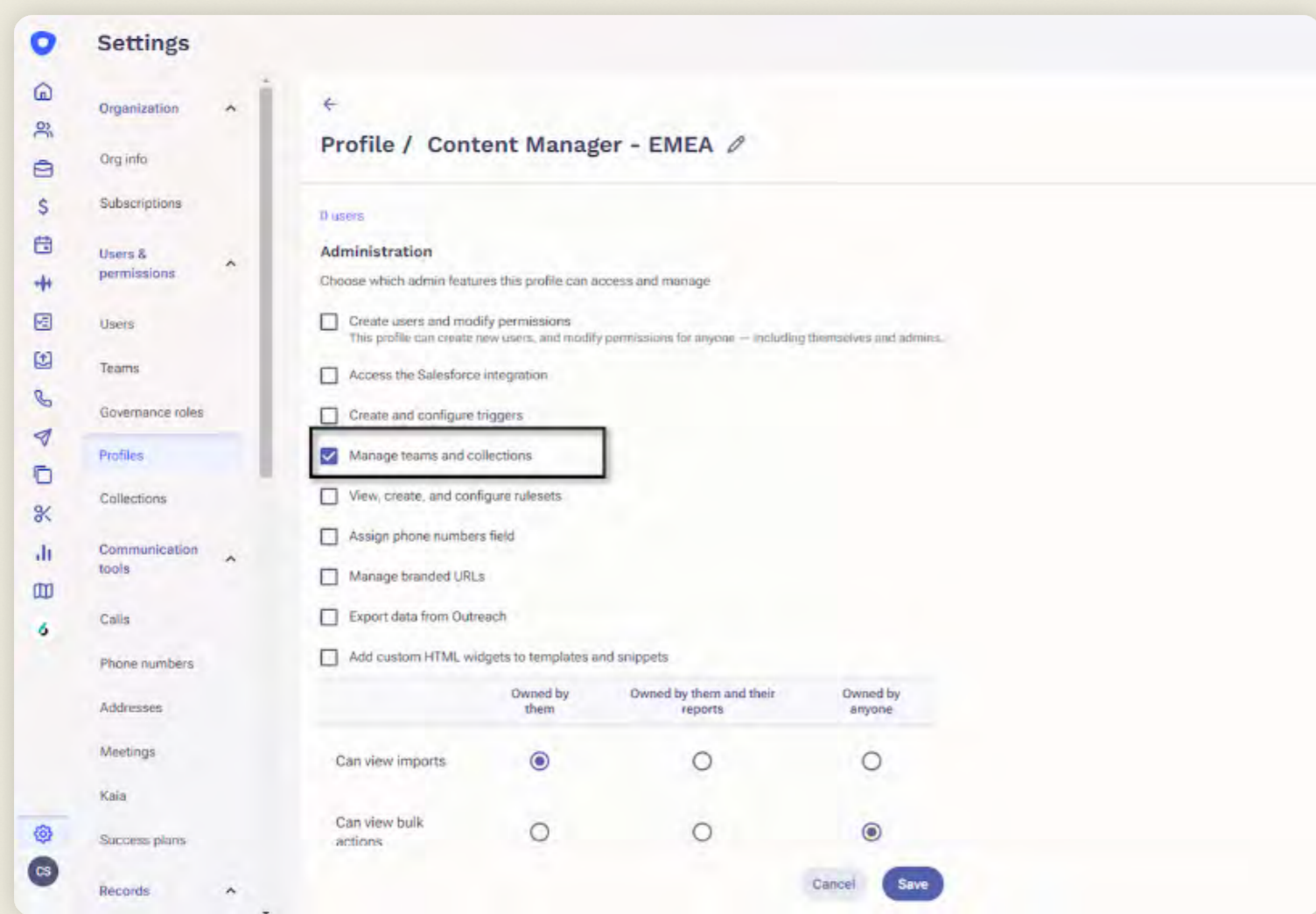
## Boost seller productivity and collaboration

- Give sellers access to the most relevant content, enabling sellers to quickly find what they need without filtering and manually searching through all shared content
- Access relevant sequences, templates and snippets right within seller workflows.
- Leverage a public collection for unrestricted content accessible to everyone in the organization.



## Help meet internal and external compliance requirements

- Enforce access control boundaries on Teams and Collections.
- Give admins the ability to create and control access to content Collections that are unique to their organization's business segments and territories.
- Prevent users from different geographies from accessing the content collection, maintaining geographic access boundaries.
- Leverage more granular governance controls for organizations to flexibly manage access.



## Reduce the burden on admins

- Utilize a complementary access governance model to RBAC (Role Based Access Controls) that's more granular and flexible.
- Save time by granting content managers the necessary permissions to manage Teams and Collections, including creating, updating, and deleting them.

## Get started

Content Governance is generally available to customers today. If you are an Outreach customer, we recommend [reviewing the documentation](#) and trying this out in a sandbox first. If you want to learn more, reach out to your Outreach contact.

## Outreach is the only AI-powered Sales Execution Platform that unlocks seller productivity to help sales teams efficiently create and close more pipeline.

From prospecting to deal management to forecasting, our platform leverages automation and artificial intelligence to help revenue leaders increase the efficiency and effectiveness of all go-to-market activities and personnel across the revenue cycle.

