

2026 MIGRATION KIT

The Enablement Migration Kit

The plan and the readiness checklist for moving off a legacy enablement platform.

SPEKIT · A PRACTICAL FOUR TO SIX WEEK MIGRATION PLAN



What's in the kit

1. Why teams are leaving legacy platforms	5	5. The readiness checklist	21
2. The costs of staying put	8	6. Where your content goes	25
3. The benefits of modern architecture	13	7. Your next step	26
4. The migration itself	16		

For teams considering switching

You already invested in enablement. Now you need to decide whether the current platform is delivering the adoption, speed, and governance you expected.

Your enablement platform already holds your content, but adoption and business impact may still be uneven. If you are considering a switch, the practical question is what it will take to move without repeating the cost and disruption of the last implementation.

This guide is for revenue and enablement leaders using platforms such as Highspot, Seismic, Showpad, Allego, or Mindtickle who are considering a change after a lengthy implementation failed to deliver the adoption they expected.

It covers five practical questions: how Spekit differs, what the migration includes, who owns each part, what determines the timeline, and how to tell whether your team is ready.

THE FIVE QUESTIONS

- How is Spekit different from legacy enablement platforms?
- What does the migration include?
- Who owns each part of the migration?
- What determines the timeline?
- What needs to be in place before we start?

THE SHORT VERSION

Spekit's Content Services leads the migration work while your team provides access, priorities, review, and approval. Typical migrations can be **live in four to six weeks.**

1 Why teams are reconsidering legacy platforms

Enablement teams are supporting more change, more content, and new AI workflows, and need new approaches to support them.

Two questions to answer before renewal

Enablement teams support more reps, faster product and messaging changes, and content libraries that grow faster than the team maintaining them.

On top of that, agent use is climbing across GTM teams and AI workflows are becoming standard operating procedure. The platforms built for the portal era were not built to support these motions.

- ① Is my team ready for what is coming?
- ② Can the current platform support it?

For many teams, the main concern is the cost and disruption of switching. Even when adoption is weak or new use cases are unsupported, a difficult first implementation can make another migration feel risky.

THE COST OF STANDING STILL

Staying also has a cost: platform maintenance, weak adoption, and time the GTM team cannot spend enabling the field.



A very expensive version of **Google Drive**.

DANIEL KENNEDY · VP REVOPS, UBERALL

A lower renewal price does not fix weak adoption or high maintenance. **Uberall reduced its renewal price but still chose to switch** after the platform failed to deliver the expected return.

Consolidation changes the renewal calculation

A planned or completed merger raises roadmap, integration, support, and contract questions buyers should resolve before renewal.

FEBRUARY 12, 2026 · ANNOUNCED

Highspot + Seismic

Highspot and Seismic **announced** an agreement to merge, with the combined company expected to operate as Seismic.

OCTOBER 30, 2025 · CLOSED

Showpad + Bigtincan

Acquired by Vector Capital and combined with Bigtincan, with Showpad as the go-forward brand.

Most teams begin migration evaluations while their current contract is still running, and Spekit helps with that process. We regularly migrate legacy-platform customers and can work through the timelines and economics, including bridging the time left in your agreement.

InMoment bought Spekit before its Highspot contract ended and completed the migration during the overlap, so reps were live before the old platform was retired.

WHAT TO ASK

Ask which product line will be supported after the transaction, which integrations are being consolidated, and which roadmap commitments, integration milestones, and support changes are planned for the next two quarters. Hold the answer to the same standard you would hold any vendor's roadmap.

2 The costs of **staying put**

The hidden cost is the work required to maintain the platform and drive adoption.

What does the current platform cost to maintain?

Compare the one-time effort of migration with the recurring labor required to maintain the current platform and the cost of poor adoption.

Staying costs include the recurring work required to structure, tag, sync, update, and audit content, especially when those processes remain manual. On many legacy platforms, the enablement team needs to manually perform the work required to keep content current and usable.

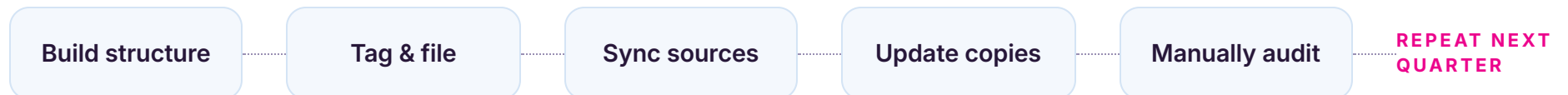
Low adoption creates a second cost. The enablement team keeps maintaining the platform while reps continue to search Slack, ask colleagues, or recreate materials themselves. That means duplicated effort, slower answers, and less return from the platform.

The next two pages break that work down task by task and show the Spekit capability that can reduce each task.

EIGHT RECURRING TASKS

Creating content	Driving adoption
Updating a change	Onboarding a new rep
Structuring the library	Governing the library
Making content findable	Keeping deals on message

THE QUARTERLY LOOP



This work may not appear on the software invoice, but it continues as the library grows. The same tasks return each quarter, while low adoption limits the value the organization gets from the work.

Impact on recurring work — part one of two

Compare the recurring task on the left with the Spekit capability that can reduce or eliminate it on the right.

RECURRING WORK	BEFORE, ON A PORTAL	AFTER, ON SPEKIT
Creating content	Draft it outside the system, reformat by use case, upload, tag manually	AI Content Builder and Brand Studio generate governed, on-brand content, structured and ready to publish from your GTM context
Updating a change	Edit the sales deck, re-export, re-blast, and hope reps open the version with the fix	Create-once shared architecture: Update the source Spek once, and the Topics, Learning Paths, and Deal Rooms that use it update with it
Structuring the library	Static content silos: files duplicated across folders, teams, and tools, each copy can drift out of date	Content organized around your CRM structure, so knowledge reflects how your teams sell
Making content findable	Tag and file every asset, then fix the taxonomy as it drifts	AI-native retrieval: Sidekick finds the right content from the question and the deal context, with no manual tagging

Impact on recurring work — part two of two

RECURRING WORK	BEFORE, ON A PORTAL	AFTER, ON SPEKIT
Driving adoption	Chase logins, assign trainings, ask managers to nudge, repeat next quarter	Enablement in the Flow of Work® delivers answers in the tools reps already use
Onboarding a new rep	Rebuild or reassign course paths, then hope the content is still current	Learning Paths are built from the same governed Speks, and Sidekick delivers them in the flow of work
Governing the library	Manual audits and verification of accuracy, freshness, and approvals	Freshness scoring and usage analytics flag decay and low-use content automatically. AI-first means no tagging or taxonomy to maintain.
Keeping deal content on message	Trust that each rep grabbed the approved version	One governed source can provide reps, Deal Rooms, and configured agents with the same approved content.

THE TAKEAWAY

The goal is less duplicate work: one governed source to update, in-workflow delivery for reps, and clearer signals about what needs to be updated. More accurate answers, easier administration, and higher adoption.

Customer results show how migration to Spekit impacted enablement

23_x

Q4: 23x growth in content usage in one year after switching

2 min

InMoment: 90% reduction in time to find and send an asset, from 20 minutes to 2

39 days

InMoment: Fully live after switching from Highspot in 39 days

On Spekit, many types of recurring work can be reduced or eliminated because content is maintained at the source, delivered in the flow of work, and reviewed using freshness and usage signals.

Ask vendors to substantiate usage, time-to-asset, and implementation claims with named customer results, not just modelled estimates.

TEAMS THAT LEFT A LEGACY PLATFORM



3 The benefits of modern architecture

AI-first and structured, re-usable content.

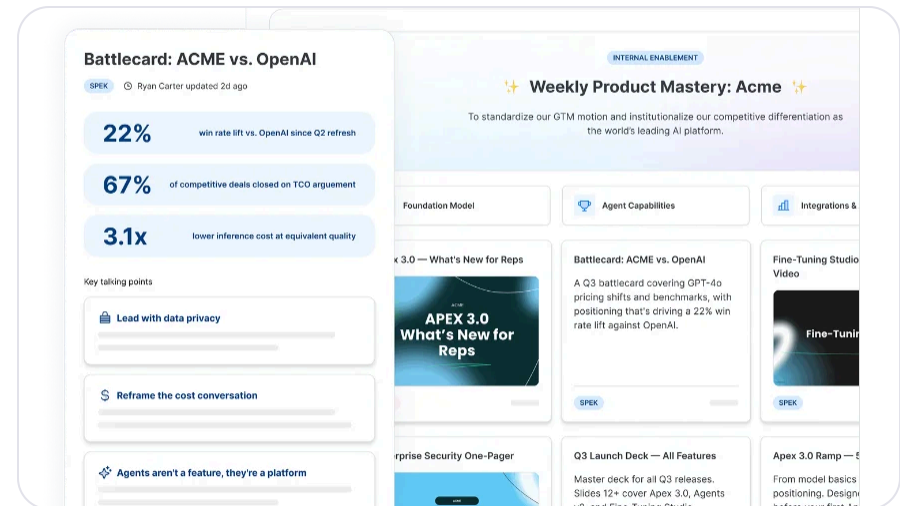
Files decay and drift. **Goverened Speks** update at the source.

Legacy platforms store knowledge as static files: decks, playbooks, one-pagers, battle cards, and training materials. The same messaging gets duplicated across these assets, each copy decaying and drifting out of date. Updating content means finding and fixing every copy.

Spekit stores knowledge as **Speks**: modular, governed blocks of content mapped to the GTM structure in your CRM, from products and personas to stages and competitors. A Spek can be reused across the Spekit experiences and supported workflows.

The same competitive positioning feeds the battle card a rep opens mid-call, the Learning Path a new hire works through, the Deal Room a buyer reads, and the answer Sidekick delivers in the flow of work. One edit at the source Spek updates each instance.

This is also what lets one governed source serve reps who need an answer in the moment, and the agents and AI workflows that draw on the same knowledge.



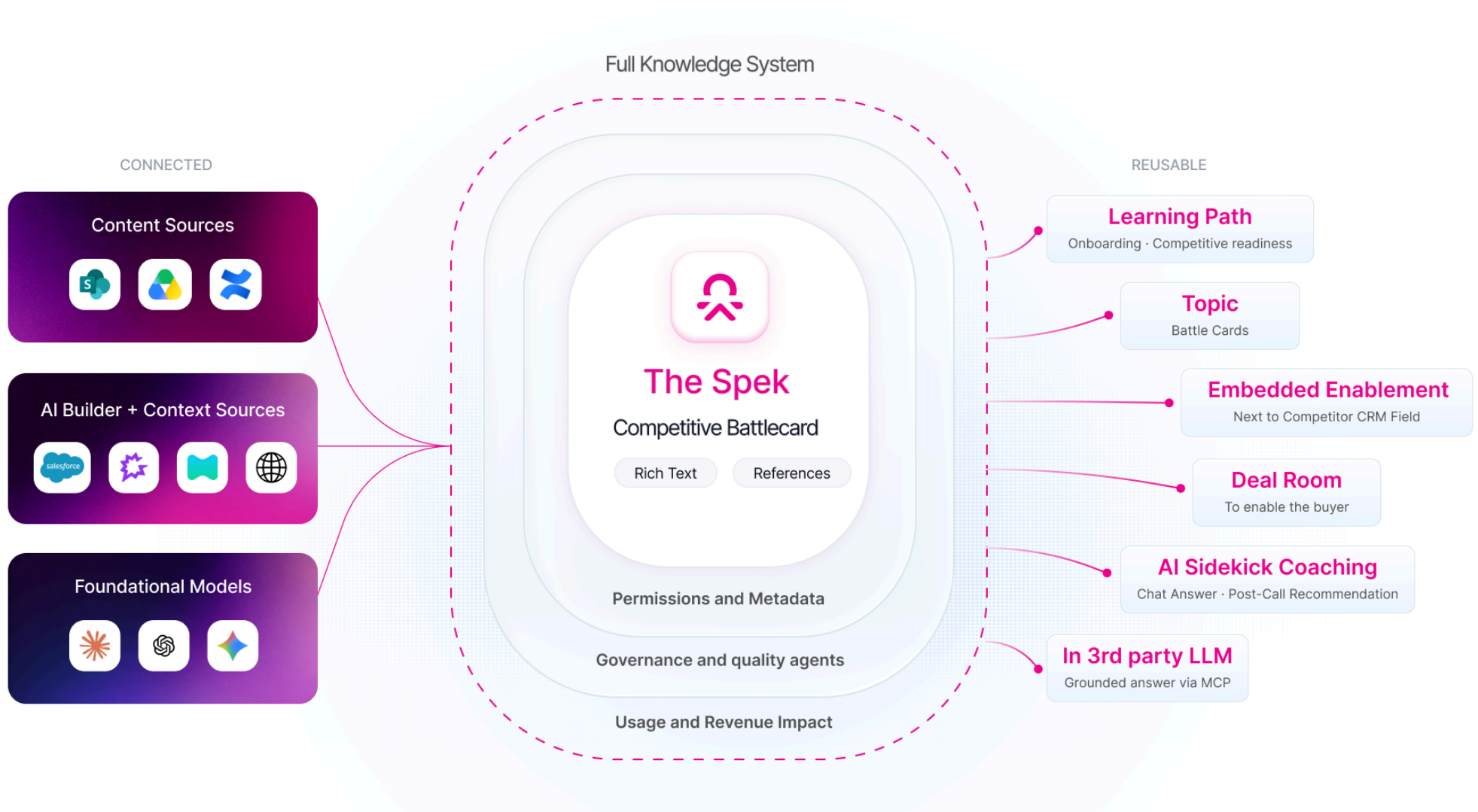
”

We broke down those 40+ page SOPs into bite-sized Speks. Now, updates happen in **real time**, not weeks later because we were avoiding it.

SAMANTHA LUKE · MANAGER OF TRAINING & SUPPORT, THE ALS ASSOCIATION

One governed Spek, reused across the workflow

Content and context come together in a governed Spek. That same approved knowledge is then reused across Topics, Learning Paths, embedded guidance, Deal Rooms, Sidekick, and configured agent workflows.



4 The migration itself

A four-phase, 4-6 week migration plan

Spekit Content Services leads the migration

Spekit leads the work defined in the implementation plan. Your team supplies access, priorities, reviews, and approvals.

Starting hub

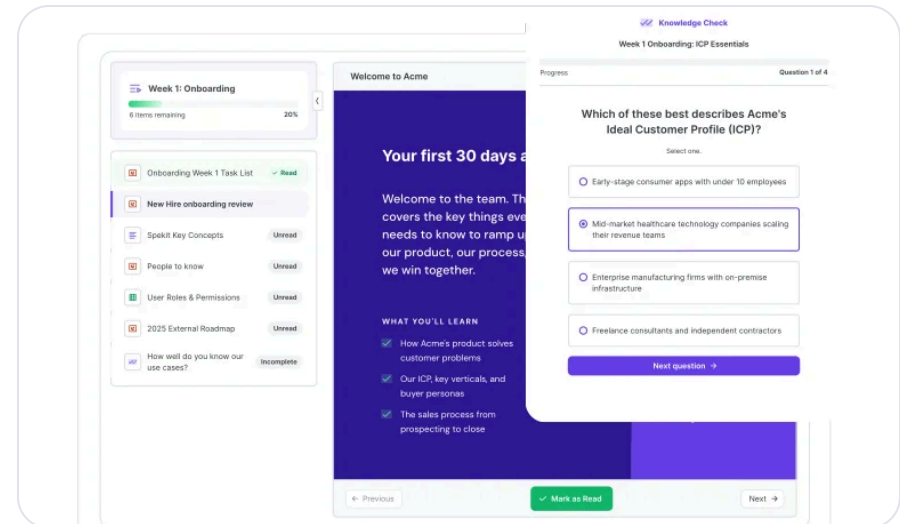
During setup, Spekit can use your website, brand guidance, GTM structure, and priority content to configure a branded hub.

Content Services migration

The team audits your current library, designs the content architecture, syncs and migrates from Google Drive, SharePoint, Confluence, or your current CMS, fills gaps with the AI Content Builder, and builds the playbooks.

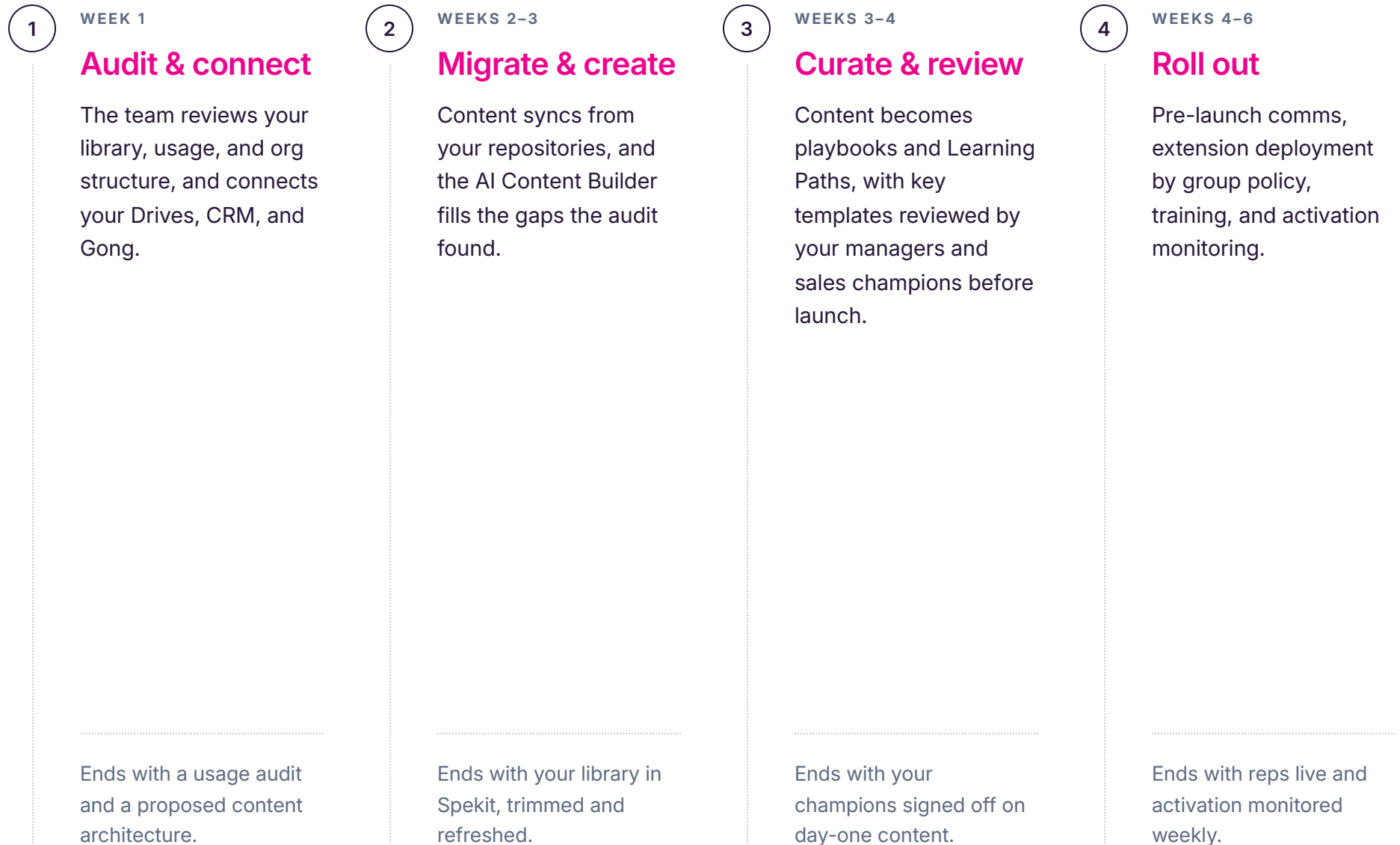
Refresh and trim

Usage and freshness signals help identify what to migrate, update, retire, or defer. Teams end up with a cleaner, more current library than they started with.



Four phases reference plan

Most teams can move through this plan in as little as four to six weeks, depending on how ready the team is going in.



InMoment: from legacy to live in 39 days

InMoment switched from Highspot to meet an end-of-contract deadline, starting while the old contract was still running so the transition finished before it had to turn Highspot off.

Spekit connected and integrated InMoment's systems within **24 hours** of the kickoff call, and the team was fully live on day 39 — with time to find and send an asset down from twenty minutes to two.

92%

License utilization in the first 30 days

73%

Activation across the field team

70%

Active weekly usage

THE PATTERN

Starting during existing vendor contract reduces cut-over risk and accelerates results. Spekit works with organizations on migration and economics to make transitions successful.

Enablement in the flow of work® reduces **adoption friction**

Legacy portal-first enablement often relies on reps leaving their workflow to find content, which can increase dependence on training, reminders, and manager reinforcement.

Spekit delivers content in the flow of work: answers appear in the tools reps already use, and Sidekick answers plain-language questions in context.

Scholastic, reported 92% adoption within 48 hours when it launched first launched Spekit.



We didn't need another SharePoint. We needed a system people would **actually** use.

MARK BERGER · SR. DIRECTOR OF REVENUE ENABLEMENT,
PACVUE

WHY IT HOLDS

Delivering content in the flow of work can reduce the separate internal education campaigns needed to drive portal visits and usage.

 SCHOLASTIC

92%

Adoption in the first 48 hours

 PACVUE

73%

Of reps could find an answer in under fifteen minutes, up from 13%

5 The readiness **checklist**

Use these three worksheets to prepare for a migration scoping call.

Inputs for migration scoping

You can begin scoping before every item is ready. Note the owner and the date you expect to have each one.

	WHAT WE NEED	OWNER	READY BY
☐	Read access to the current content repository for the content and usage audit		
☐	A CRM administrator who can authorize the Spekit-CRM connection. This is a lightweight API connection, not a managed package.		
☐	Your current sales deck or playbook , and your website to define initial content priorities and structure.		
☐	A thirty-minute scoping call to cover what works today and what falls short		

HELPFUL FOR SCOPING, NOT REQUIRED TO BEGIN

Recent call transcripts from a discovery or demo call, a Slack Q&A thread, and territory, segment, or role breakdowns if reps are specialized.

What to decide **internally**

Make these decisions before kickoff to streamline migration and go-live.

	DECISION	WHY IT MATTERS	OUR ANSWER
	<i>Assign a migration owner</i>	<i>Confirm the owner and availability</i>	<i>J. Reyes, Enablement</i>
☐	Name a migration owner	Assign one internal owner to coordinate review and approval, and confirm the available during the migration.	
☐	Know your timelines	Ensure go-live before critical events, like contract renewals, SKOs, or major launches.	
☐	Pick your top three content priorities	Getting these live first can drive early adoption.	
☐	Define success metrics up front	Pull the current platform's thirty-day active users and most-viewed content, so you have a real baseline.	
☐	Line up your sponsor and champions	Key stakeholders who can help reinforce adoption and utilization.	

Signals that it's time to switch

Look for patterns across workflow friction, maintenance effort, governance, measurement, and AI readiness

	SIGNAL	EVIDENCE WE HAVE
☐	Reps route around the current platform when they need something fast, to Slack, colleagues, or personal folders.	
☐	Your enablement team spends a large share of its time maintaining the platform rather than enabling the field.	
☐	You cannot confidently say what share of your content library is still fresh and accurate.	
☐	Enablement reporting tracks outputs such as content published and training completed, but not agreed adoption, performance, or revenue outcomes.	
☐	AI and agentic systems, either in production or planned, need trusted GTM knowledge that you currently can't provide.	

6 Where your **content** goes

Everything you built has a place, mapped by content type and by the category of tool you run today.

Your content and **your stack**

YOUR CONTENT

Battle cards and embedded content

Speks — modular, searchable, reachable from any tool through Sidekick or embedded enablement

Long-form playbooks and SOPs

Topics — ordered collections of Speks that reps can browse or search

Training videos and recordings

Learning Paths — Speks with embedded video, organized into onboarding and reinforcement journeys

One-pagers, decks, and presentations

Synced or uploaded files — available to Sidekick, which can use Live and Deal Context to surface relevant assets. And in Deal Rooms for personalized buyer experiences.

YOUR STACK

Content management (CMS)

Governed Speks and Topics mapped to your CRM schema

Training and LMS

Learning Paths built from the same governed Speks

Digital sales rooms

Deal Rooms grounded in real deal context with engagement and revenue analytics

Analytics and coaching

Usage analytics and freshness scoring

Thinking about migrating? Let's talk.

The earlier the conversation starts, the more options you have.

Exploring a migration while your current contract is still running gives you time to understand the work, validate the alternative, and decide whether a move makes sense, without turning renewal into a deadline.

Bring your questions. In 30 minutes we can help you identify what to evaluate, which timing constraints matter, and the next steps to help address your challenges with a legacy solution.

Spekit works with customers throughout their existing contract terms to find solutions to migrating as quickly and smoothly as possible.

WHAT YOU GET OUT OF THE CALL

- A timeline mapped against your renewal date
- An initial view of scope, responsibilities, and open questions
- A tailored look at how Spekit could fit in your current stack

START THE CONVERSATION

Book thirty minutes with a migration specialist:
spekit.com/demo

Bring your questions. Learn how Spekit can help you today.

Talk to a Migration Expert



See Spekit in action. Scope migration for your stack.

In 30 minutes learn how migration could work for you.

Book a Demo

spekit.com

