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How Coro boosted sales performance by 40% with Axero

Learn how cybersecurity company Coro used Axero's intranet to centralize knowledge, streamline global onboarding, and achieve a 40% boost in sales performance.

Amy Breshears November 21, 2025 Updated Dec 8, 2025 Other



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Coro is a cybersecurity company headquartered in Chicago with additional offices in New York, Tel Aviv, Milan, Madrid, and London, employing between 200-500 people.

As the company grew, managing internal communication and keeping up with a rapidly expanding customer base became a challenge—particularly for the sales team, who needed easy and reliable access to resources to close deals effectively.

The problem

As Coro expanded globally, information became increasingly fragmented across multiple platforms, making it difficult for employees to find accurate, up-to-date resources. Teams operated in silos, and Sales struggled to access the content they needed to support fast-moving customer conversations.

The lack of a centralized system slowed workflows, created inconsistencies, and highlighted the need for a scalable solution to streamline knowledge management and improve collaboration across offices worldwide.

The pain

Information silos

Employees spent time searching for updates across disconnected systems.

Inefficient processes

Manual or outdated procedures caused delays and frustration.

Low engagement

Teams were disconnected, and approved content was underutilized.

Sales inefficiency

Lack of easy access to resources made supporting customer conversations difficult.

These challenges not only hindered productivity but also affected employee satisfaction and customer experience. Coro needed a unified, accessible platform to centralize knowledge, improve efficiency, and strengthen collaboration across its global workforce.

Why Axero?

Coro selected Axero for its intuitive, configurable, and mobile-friendly platform. The intranet offered an out-of-the-box solution while still highly flexible and able to integrate with SharePoint, Google Drive, and Slack. Axero enabled Coro to consolidate content into a single hub, streamline workflows, and ensure employees could quickly find and use the information they needed, without requiring extensive IT resources.



“Great staff that cares about us. Super flexible product. Feedback is taken seriously. Pricing is fair and negotiable. Excellent for sharing relevant information with teams via personalization and segmentation. Equally excellent security-wise. Know the information that you need and you don’t see what you don’t need to know with Axero.”

— Rachel Cheyfitz, Director of Product Marketing

The solution

The launch of Coro's Axero intranet marked a turning point in internal communication and collaboration. Leadership reinforced regular use across the Sales organization, and employees quickly began assuming that any information they needed would be available in Axero.

Early adoption showed that the platform was intuitive and easy to integrate into daily workflows, while the rollout of Axero's Slack bot further simplified access to content directly within employees' existing tools.

Teams now share knowledge freely, access approved resources with confidence, and collaborate more effectively. New hires quickly acclimate to the organization, benefiting from structured, centralized content that makes onboarding faster and smoother.

The impact

By bringing together knowledge and streamlining workflows in one unified platform, Axero strengthened collaboration and improved operational efficiency. The sales team experienced a 40% increase in performance by having easy access to important, and accurate, information, and Coro was able to streamline the onboarding process for its global workforce.

HOW AXERO HELPS CORO LEVEL UP WITH BIG WINS

40%

Improvement in sales and performance

60%

Reduced onboarding costs

70%

Higher satisfaction & engagement



WRITTEN BY

Amy Breshears

With a background in sales and marketing, Amy nurtures relationships with soon-to-be customers and is the first face many see on their journey with Axero. From working closely with professionals, Amy's well versed about the challenges workplaces face and helps them find effective solutions.

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