

How Eliminating Content Bottlenecks Saved Optum \$850K+ Per Year

A Clatter Success Story

Challenges

When Microsoft deprecated a key SharePoint feature in 2021, Optum's sales team lost their primary way to find and organize slides. Content requests for customized presentations, microsites, and brochures went through a ticketing system — often taking 2+ weeks. With 12–18-month sales cycles requiring constant customization for each prospect, the bottleneck was costing the team time, agility, and potentially deals.

Solutions

Clatter implemented a phased rollout: first a searchable slide library (live in just one day after a 3-week prep), then the full Presentation building experience for self-service deck creation. Microsites followed in 2022, letting marketing spin up custom prospect portals with drag-and-drop ease. Most recently, Clatter enabled on-brand brochures and fliers to be created without design tickets.



**Customization
at scale**



**Weeks-to-minutes
turnaround**



**Always on-brand
and on-message**

Results

1 16,000+ Hours Recovered Annually

With 623 active users saving an average of 30 minutes per week, Optum reclaimed over 16,000 hours of sales productivity, time now spent selling instead of waiting for content.

2 From 2+ Weeks to Same-Day Turnaround

Custom presentations, microsites, and collateral that once required tickets and dev resources now get created in minutes. Sales responds to prospects faster, keeping deals moving.

3 Brand Consistency at Scale

Even with 1,000+ salespeople customizing content daily, every asset stays on-brand and on-message. Marketing maintains control without becoming a bottleneck.

At a glance

Optum Rx & Optum Specialty's marketing team supports over 1,000 salespeople managing ~2,000 PowerPoint slides across complex 12–18-month sales cycles. When Microsoft deprecated a critical SharePoint feature, they needed a new way to organize, find, and customize sales content fast.

Key metric

By enabling sales to self-serve customized presentations, microsites, and collateral, Optum eliminated weeks of wait time per request. The result: 16,000+ hours saved annually across 623 active users — translating to \$850,000+ in recovered productivity.



\$850K+
saved annually

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