



Rubrik is a cybersecurity company with a mission to secure the world's data. The company helps organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions.

**Rubrik's North America and EMEA business development teams use Ambition to create a high-performing "call culture" for their SDRs at scale.**

## CHALLENGES

In 2021, the Rubrik team needed to:

1. Change the perception of **RTO (return-to-office) initiatives** from being negative to positive
2. Provide a **visualization of pipeline activities, volumes, and results**

## AMBITION SOLUTION

Customized workflows, games, and TVs that **showcase rep and team personality** and recognize seller milestones & revenue wins

**Strategic alignment, fueled by sales coaching, across a scaling SDR & org** that grew from 20 reps to 90+ reps in 18 months

## RESULTS

Shifting internal focus from calls and meetings to **outcomes-based metrics like Opportunities**

Leadership **visibility into rep progress to understand what gaps exist** and what coaching types are needed week over week

The North America team realized so much success, **Rubrik added the EMEA team to Ambition in 2023**



"Thanks to Ambition, I can quickly review the org's milestones and celebrate SDRs who achieve their metrics for the week. Seeing my team stack ranked against each other also helps me focus my coaching efforts on outliers or the lower performers to ensure I'm reinforcing the behaviors that lead to positive outcomes. As a leader, it is crucial to stay plugged into every day activity to build & maintain a positive sales culture, and Ambition allows me to do that in a quick & easy way, without the tedious administrative work."

**Jillene Golez, Director of Sales Development**

