

Navigating Seismic

A quick start guide on navigating OneStream's enablement platform

A key goal of Marketing Operations (MOPS) was to grow and improve the enablement library for the Demand Generation team. To accomplish this, MOPS implemented Seismic. This guide offers a quick overview of the platform and a few ways to navigate it.

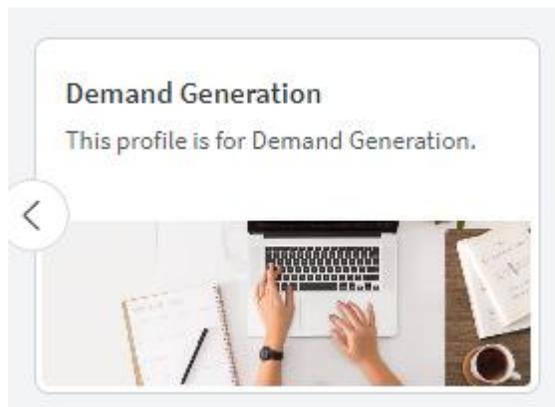
Accessing Seismic

Once a license has been granted, you can access Seismic via SSO through Okta. To access via Okta, you can navigate to onestream.okta.com and select Seismic from the list of available apps.

If you do not currently have a license, please [submit a ticket to Marketing Operations](#).

Locating Demand Generation Profile

1. Once logged in, navigate to the Demand Generation Profile by clicking the Demand Generation tile on the homepage.



2. Once in the Demand Generation Profile you'll see:
 - a. Recent updates.
 - b. Buttons linking to curated field marketing pages.
 - c. Quick links to key MOPS resources and Dashboards.
 - d. Recent documentation.
 - e. Contact information for the MOPS team.

Demand Generation Profile

Demand Generation

Curated for you | All content

What's Cooking?

Welcome to curated content & updates for the Demand Generation Team

[EMEA Field Marketing](#) | [North America Field Marketing](#) | [APAC Field Marketing](#)

What's Fresh?

Campaign Scoring and Creation Changes

On June 17 we launched changes to the campaign creation fields in Salesforce as well as updated our automated scoring process. We've outlined how to create new campaigns using these new fields in [this documentation](#). Additionally, this flow outlines the new scoring.

Marketing Operations SLA Updated

To ensure the best possible support is provided to the Marketing team, the Marketing Operations team has updated their [Service Level Agreement](#). Some of the key changes include clearer expected turnaround times for incidents and requests as well as clarification on setting priority levels.

Recent Documentation

- Template - List Upload Template - 05MAY2022
- Reference - UTMs Defined - 18MAY2022
- Reference - Demo Request and Contact U...
- How To - Locating U... Tracking Code Data In

Need to Email the Whole Group?

Use one of the respective emails below.

EMEA Field Marketing
EMEA-Marketing@onestreamsoftware.onmicrosoft.com

NA Field Marketing
NAFieldMarketing@onestreamsoftware.onmicrosoft.com

Marketing Operations Team

- Allison Kiely, Marketing Operations Manager
- Ethan Voltolini, Director, Marketing Operations
- Gena Lanoce, Marketing Operations Intern
- Krissy Force, Marketing Operations Specialist

Quick Links

- MOPS Request
- Everything Lists
- Naming & UTM Builder
- MOPS SLA

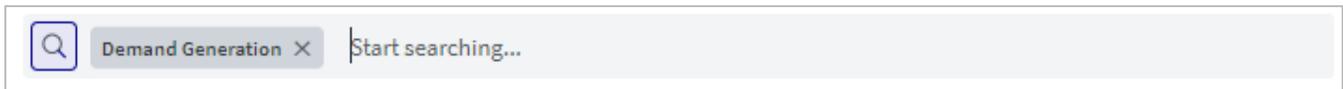
Key Dashboards

- NA MKT Dashboard
- EMEA MKT Dashboard
- Marketing Pipeline Dashboard

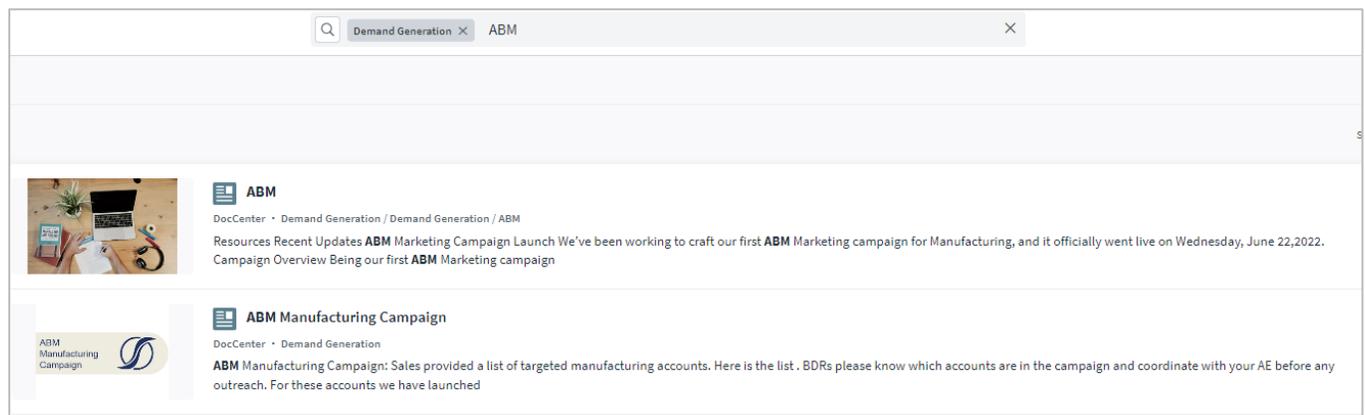
Locating Resources

Searching

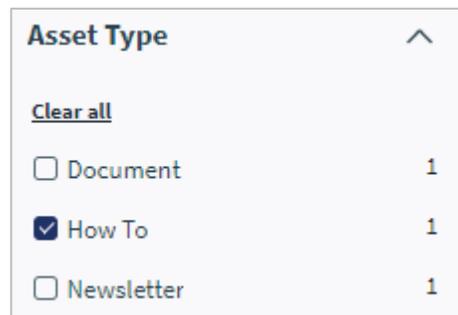
To locate a resource using the search, utilize the search bar at the top of the screen from either the home screen or the Demand Generation profile page.



You can search for keywords, phrases, and more.

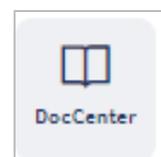


To narrow down your search, utilize the filters on the left-hand side of the screen. For instance, if you're looking for a How To guide—and if one is currently available—you'll be able to select "How To" from the Asset Type filter.

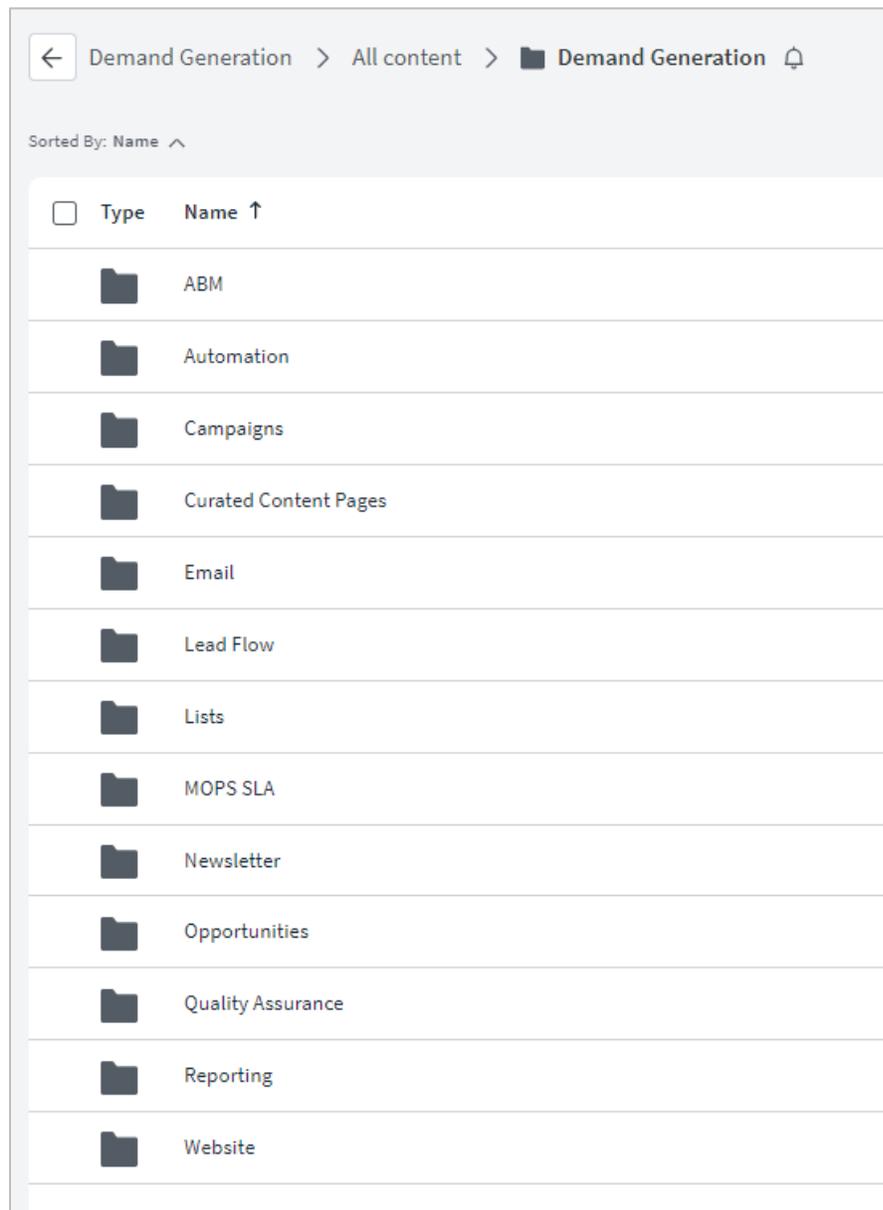
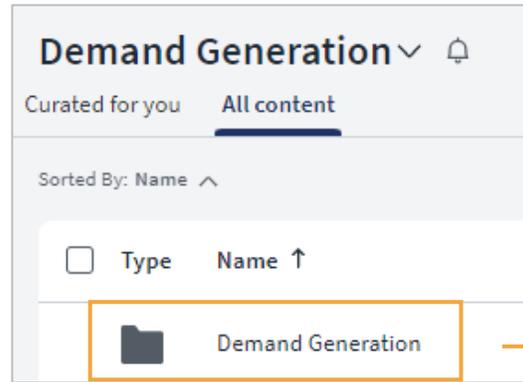
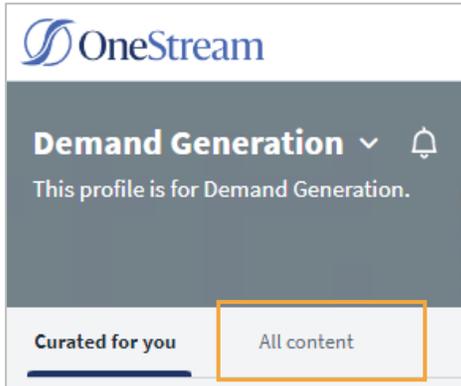


Folders

To find documentation, presentations, etc. via the library/folder system, click **Doc Center** on the left-hand side of the screen.



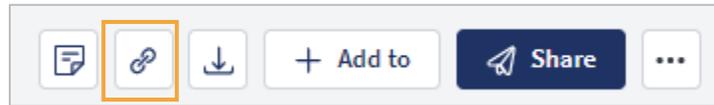
Or, from the Demand Generation profile page, click on **All Content** then click **Demand Generation**.



Sharing Links

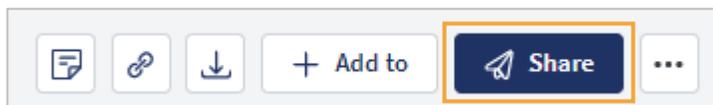
Seismic users

To share links with other Seismic Users, simply click the link icon in the upper right corner of any resource. This copies the URL to the clipboard. Paste the copied link into Teams or an email message to share.

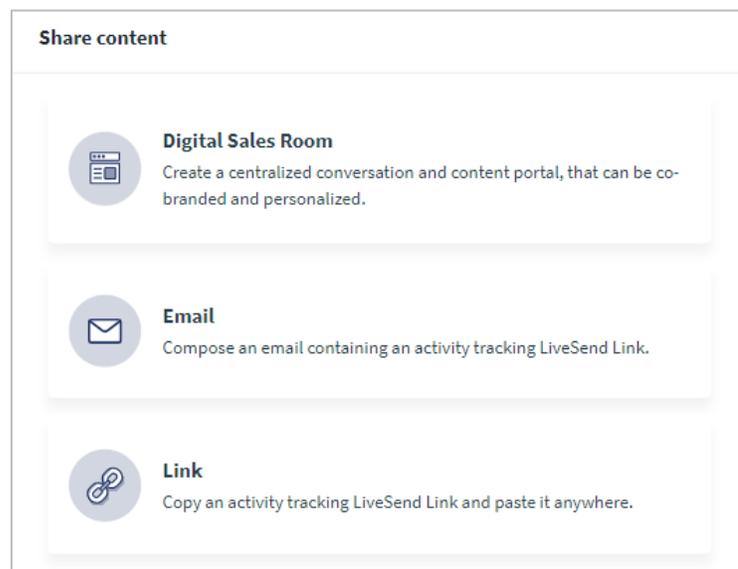


Non-Seismic users

If you'd like to share a link with another OneStream team member who does not currently have access to Seismic, click the blue Share button in the upper right corner of any resource.



This gives you the option to share in one of three ways: Digital Sales Room, Email, or via Link.



Digital Sales Room

A Digital Sales Room is mainly utilized by the Sales team to share content with customers and prospects. **For most use cases at this time, you will not need to create a Digital Sales Room.**

Email

To simply share a resource with another OneStream employee, you can choose the email option.

1. Fill in the recipient's name(s) and choose whether to send one email or separate out emails if sending to more than one team member.
2. Add a subject line and body copy.
3. Choose your preferred notification settings.
4. Uncheck Allow Downloads.
5. Set an expiration date.
6. Click **Send**.

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Link

1. Choose to fill in a recipient's name (optional).
2. Input text to display as link (optional).
3. Choose your preferred notification settings.
4. Make sure Allow Downloads is unchecked.
5. Choose an expiration date.
6. Click **Create link**.

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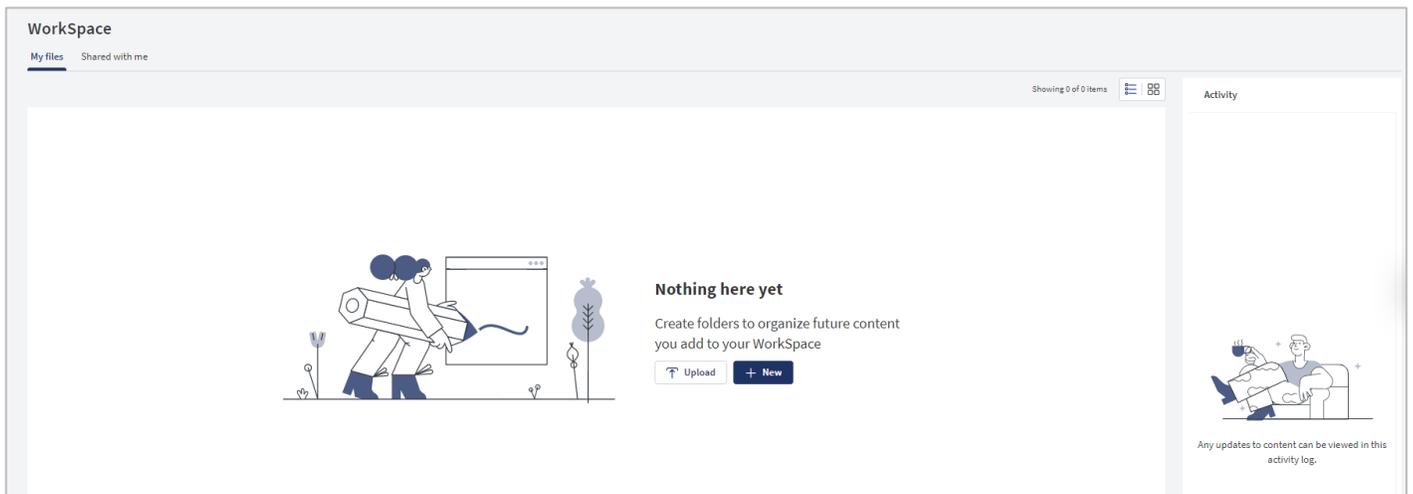
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Workspace

Each Seismic user has access to a personal workspace. The personal workspace allows you to upload documents to Seismic and share them with your coworkers. You can also edit and collaborate with team members on documents if both users have Seismic access and Office 365.

In addition, you can save documents already in Seismic to your workspace for easy access. If they are updated, the most recent document always shows up in your workspace.

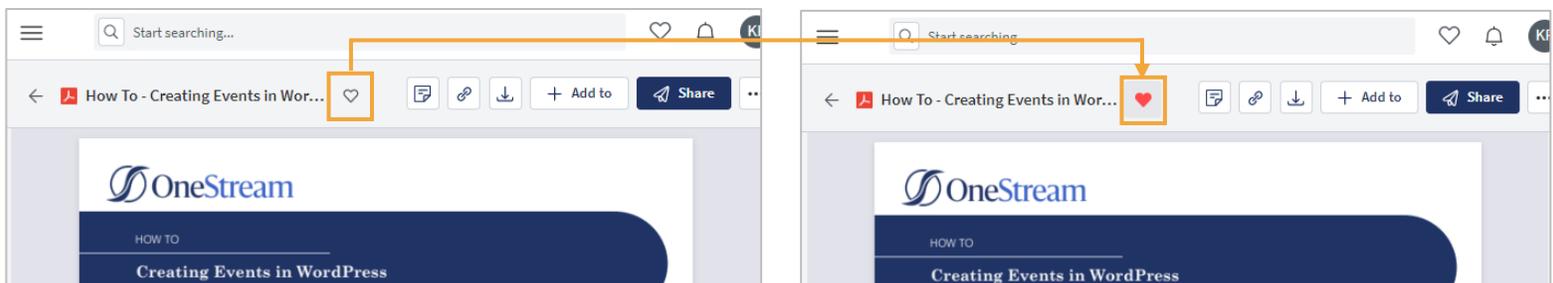
1. To access your workspace, click **WorkSpace** using the menu on the left.
2. Upload documents by clicking **Upload**.
3. Add folders, URLs, or Videos by clicking **+New**.



Favoriting

If you have documents or pages within Seismic you use frequently, you can also save them as a Favorite. To favorite a document:

1. Click the **heart icon** next to the name of the resource.



2. You can now access your favorites by clicking the **heart icon** in the upper right corner of the screen.
3. In the pop-up menu, toggle to **Favorites**.

