

Go-to-Market Hub Global release notes

November 2019

The following release notes will cover key Go-to-Market Hub feature enhancements, product playbook and marketing campaign content additions, industry insights and education and valuable tools to help you enable your sales team and generate more demand for the products and services you're selling.

KEY UPDATES

GTM webinars – We have prerecorded Go-to-Market Hub webinars available in the Insights & Tools section. Check back often, as we'll be conducting new GTM Hub webinars monthly.

- Meet the Go-to-Market Hub: Your New Digital BFF – provides an overview of all the features in the GTM Hub
- Go-to-Market Hub: Simplify Your Sales Enablement to Strengthen Your Sales – provides a walkthrough of Playbooks, Insights & Tools, and News & Updates
- Go-to-Market Hub: Power Your Pipeline with Marketing Automation – provides a walkthrough of Marketing Campaigns

NEW FEATURES AND FUNCTIONALITIES

Solution marketing campaign button

You can now navigate to solution marketing campaigns from their corresponding playbook pages by clicking the “View marketing campaign” button.

NEW VENDORS AND PRODUCTS

The following list includes new vendors and products that were added to local Cloud Marketplaces:

Vendor	Product	Marketplace
*Shortpoint	Shortpoint	META, TR
Spamina	Cloud Email Firewall	ES, FR, MX, NL, SE, UK
*Spamina	Parla	ES, FR, MX, NL, UK

*Marketing campaign only; sales playbook already in Marketplace

NEW INSIGHTS

- White paper – Elevating Your Cloud Reseller Business with Go-to-Market Automation
- White paper – Breadth: The Elevating Power of xSELL

NEWS & UPDATES

- Blog – 8x8 Takes a Partner-First Approach
- Blog – Are You Making the Most of Go-to-Market Automation?

NEW TOOLS

- N/A