

Shamaym

Delivering a Collaborative Real-time Learning Platform

When it comes to collaboration solutions currently available in the market, most are specifically focused on communication and coordination. While these solutions help teams plan their work, manage tasks, and communicate collaboratively, there is a critical gap in the way teams learn and improve that prevents them from maximizing performance.

With no structured way to learn from past successes and failures as part of their daily work routine, teams miss critical opportunities to improve performance and drive personal and business growth. That's where Shamaym comes in. The company helps business teams elevate their performance and adapt quickly to changing needs through collaborative learning and continuous improvement. Following is the conversation that CIO Applications had with Ofir Paldi, the CEO and founder of Shamaym to understand how his company represents the next phase of collaboration by delivering a higher value.

Following the recent pandemic, how can Shamaym help in reinstating collaboration within organizational processes?

As more teams are working remotely, Shamaym provides a collaborative learning environment that brings the team together, helps team members share knowledge in real-time, and empowers them to build up their competencies when face to face interactions and conventional training are not an option. Our Collaborative Real-Time Learning Platform makes it easy

for employees to capture lessons learned from each activity, share insights with team members, and automatically receive relevant takeaways at the moment of need.

Shamaym has indeed carved a unique niche today, but how did it all start? What's the story behind the conception of Shamaym?

I am an ex-Israeli fighter pilot and when I first entered the prestigious Israeli Air Force Flight Academy at age 18, I was fascinated by their drill.



OFIR PALDI,
CEO AND FOUNDER

We believe the outmost value of collaboration is realized when team members help each perform better. That's what our platform allows them do, turning every activity into a learning opportunity for the entire team.

Pilots would debrief during and after each flight, covering what they learned, what they can do better next time, and what they did well that they wanted to remember to do again. This turns every flight into a learning opportunity, enabling all team members to constantly improve their performance.

When I left the Air Force after almost nine years as a pilot and became an entrepreneur, I was inspired by the impact that constant debriefing had on me and my peers and how it elevated our performance as individuals and as a team. I was looking for a way to apply the same methodology in the business world, which led me to start Shamaym with my co-founder, who is also an Air Force pilot.

We first started a consulting business, working with clients to implement a debriefing-based learning model. To put it simply, Shamaym helped teams adopt a culture where it's not only okay but also imperative to think and talk about mistakes in order to make everyone—and the organization—better.

Based on the success of our consulting business, we created a software platform that captures the methodology and guides you through it. Today, companies across the globe use the Shamaym platform with its AI capabilities to enable a continuous

process of improvement and rapid adaptation. The results are quantifiable: increased sales, reduced turnover, better products, more satisfied customers, and fewer repeat mistakes.

What are some of the use cases for the Shamaym solution?

Our platform helps many critical functions across the organization to improve their performance. It helps product and development teams accelerate release cycles and reduce defects. Sales teams that use our platform are able to increase conversion rates, and customer service teams are able to solve issues faster and keep customers happier.

How does Shamaym help product and development teams?

Shamaym helps product and development teams drive performance excellence by making it easy for team members to capture lessons learned from each activity, share what works and what doesn't with team members, and tap into successful tips when starting a new task or project.

For example, a global medical device company wanted to improve on-time product delivery by establishing processes and routines in their work that would help the team learn, retain knowledge, and avoid repeat mistakes.

Shamaym was a game changer for the team. Employees began to address issues that had been neglected for years because they seemed "too complex to tackle". Using our methodology and platform, they can break down big problems into small corrective actions that can be implemented in a very short timeframe.

How does Shamaym help sales teams?

Salespeople are always busy chasing the next deal, so the key is to make it easy for them to capture lessons learned from each customer interaction and share it with team members. Most importantly, we make these insights and takeaways

highly actionable, so when a salesperson is preparing for the next customer meeting, they have all this information and learning right at their fingertips. They don't have to look for it, our platform delivers it to them automatically based on their calendar appointments.

Because this information is shared with all team members, it helps the entire team improve their sales performance. It also allows sales managers to offer targeted and effective real-time guidance to each sales rep on each opportunity.

For example, the sales organization at TripActions chose the Shamaym platform to support its hyper growth goals. In a matter of two years, the company grew its workforce four-fold, reaching a valuation of over USD 4 billion. That put serious pressure on the sales organization to keep numbers high. They were able build up their learning and improvement capabilities with our platform, which helped them improve sales conversion rates.

How does Shamaym steer ahead of the competition?

We are laser-focused on helping teams improve their performance. We are developing unique capabilities built on a foundation of methodology and processes that have been honed over years of service and a growing body of experience working with business organizations across multiple industries. For example, we use AI to guide team members and leaders as they integrate real-time learning into their daily work routine.

Our solution fills a distinct need that is not addressed by others today. At the same time, we partner and integrate our solution with other collaboration platforms such as Slack, Salesforce, and Jira so it can become an integral part of the way teams work together these days. I believe this combination of strong methodology focus and robust integrations with other collaboration platform gives us a unique advantage. CA