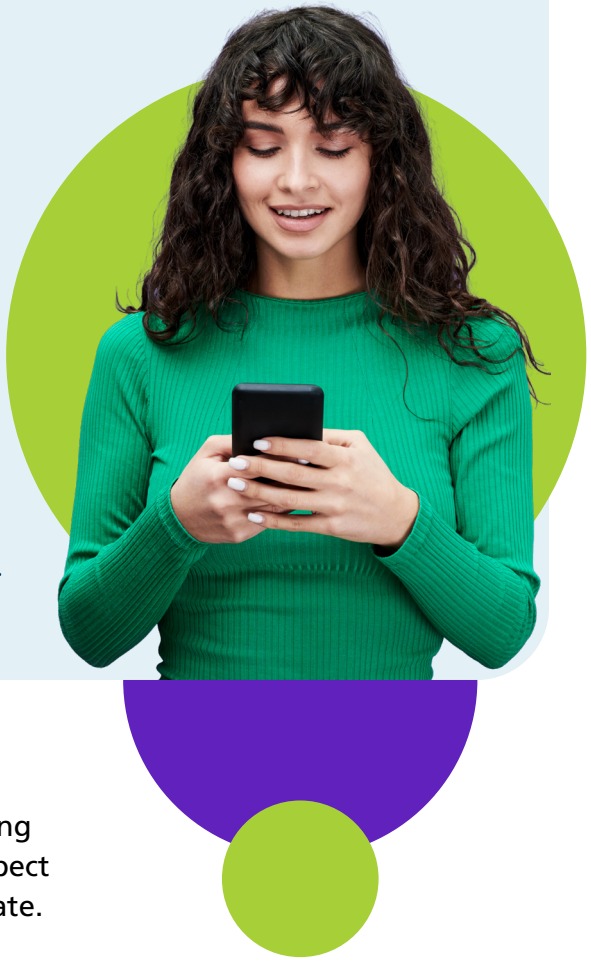
CHECKLIST

The renewal check: 11 questions every Highspot or Seismic customer should ask



Seismic completed its merger with Highspot in August 2026. The company's message to customers is that nothing changes. Independent analysts see it differently, and expect a period of real uncertainty as the two platforms integrate.

If your renewal is coming up in the next year, here's what's worth asking before you sign:

On the roadmap

- ❑ Which product roadmap survives the merger, and whose team owns feature decisions now?
- ❑ Is there a published timeline for when the two platforms' content and governance models get unified, and what happens to features already promised to you?

On support and continuity

- ❑ Who's your point of contact a year from now, and will they actually know your account and how you use the platform, or will you be a ticket number to whoever picks it up next?
- ❑ What happens to open support tickets or in-flight implementation work during the transition, and who's accountable if something falls through the cracks?

On pricing and contract terms

- ❑ Will pricing hold at renewal, or is a change expected once the integration settles?
- ❑ Can you lock in price protection for longer than your actual contract term, so you're covered even if you sign a shorter renewal?
- ❑ What happens to unused seats or licenses at renewal, and are you paying for them either way?
- ❑ Is there an auto-renewal clause, and what's the actual notice window if you wanted to opt out?
- ❑ Can you negotiate an opt-out if committed roadmap features slip or get dropped during the integration?

On your own content and compliance

- ❑ How much of your current content library, battle cards, spec sheets, approved messaging, is at risk of going stale while both teams focus on integration instead of maintenance?
- ❑ If you're in a regulated industry, who's responsible for content governance during the transition, and can they show you how it works today, not just how it's supposed to work eventually?

If your team can't get clear answers to these before you sign, you're renewing on faith, not information. Get them now, while there's still time to act on what you learn.

Our own answers

We can't answer for Highspot or Seismic. But we can answer for us, on roadmap, pricing, support, and governance: an actual roadmap you can see today, pricing without fine print, support from a named team who already knows your account, and governance that's built in, not being rebuilt mid-merger.

If it's useful, we'll walk through your current renewal against this checklist together. Fifteen minutes, no pressure, and if switching makes sense, we'll talk about a discount to make the move easier.

Straight answers, real savings. SCHEDULE A WALKTHROUGH