

BUILDING THE RIGHT DATA FOUNDATION

Hanzo, a leading data discovery company, knew that the key to understanding how to grow their business requires a revenue data foundation they could trust.

With the goal of ensuring data integrity for their recurring revenue metrics, seasoned CFO and second time ARRow user Dave Alberty and team, worked alongside ARRow to create the trustworthy data foundation needed to make important business decisions with confidence.

The ARRow Difference

As a contributor to the initial development of ARRow, Dave was no stranger to its "tried and tested" capabilities.

Following a "seamless implementation", they began the critical work building out the foundation of their revenue data – defining metrics, auditing historical data and going through sales teams' processes.

After finding significant renewal data discrepancies between their original systems of records, they used ARRow-powered reporting to narrow the gap from 30% to 1% within a few weeks.

Now, with the groundwork completed and ARRow in place, Hanzo can move forward with full trust in the integrity of their revenue data for wherever their growth takes them.



Dave Alberty
CFO

"With Gabriel's expertise and for the benefit you get out of it, I think any CFO that needs the kind of metrics that this tool provides would be foolish not to consider it in my opinion."



Challenges

- Ambiguous metric definitions causing conflicting reports across teams
- Fragmented platforms preventing clear alignment and affecting forecasting accuracy.
- Murky visibility into core revenue metrics delaying root-cause analysis and day-to-day decision making

Immediate Gains

1. Confidence in data quality

"It's very comforting to feel a high degree of confidence in the underlying Salesforce data because of the fact that you've got the visibility that the tool provides."

2. Immediate visibility into key metrics

"It supplements my role because I have an easy way to dive into Salesforce and quickly find the information I'm looking for versus having to again build a report or change parameters"

3. Comprehensive systems support

"Gabriel's overall knowledge and his ability to tie things together to see there's a problem then push that upstream to fix a situation in combination with the tool are really complimentary" ... "you need both of those to have the successful story."