Anonymized Material

CASE STUDY

CROSS-FUNCTIONAL ALIGNMENT FOR GTM STRATEGY AT SCALE

ACCOUNT PLANNING | PRIORITY ALIGNMENT | PERSONALIZED CONTENT

CHALLENGE

Due to changing buying behavior, they made a shift towards value selling. In doing so they made a heavy investment in building a value organization internally. However, they quickly realized that scaling and supporting all prospect discussions was near impossible and were only able to support the top priority deals in any quarter.

SOLUTION

They rolled out Databook as the primary research tool for the whole GTM org including AE's, BDR's, Solution Engineers, Value Engineers and ABM. This shift led to a sizable reduction in effort and time across the team enabling the client to scale the success of their value-selling investment to drive substantial revenue gains.

RESULTS

6.4x
Increase in Pipeline

5.7x
Increase in ACV

$19M
Revenue Influenced

"Databook solves a big problem for sales. It's a required capability for every seller."

CRO,
LEADING DATA & AI COMPANY

CASE STUDY

ACCELERATED RAMP AND MORE EXECUTIVE ENGAGEMENT

AE ONBOARDING | ACCOUNT PRIORITIZATION | EXECUTIVE ENGAGEMENT

CHALLENGE

Pipeline growth across 400 AEs was not scalable. Inconsistencies in territory planning, account prioritization, and seller ramp times resulted in long deal cycles and missed pipeline opportunities.

SOLUTION

Databook quickly prioritizes accounts based on propensity-to-buy and provides automated account insights built around the customer's applicable use cases. This accelerated the onboarding period for new AEs by providing personalized and repeatable point-of-view materials, leading to increased pipeline, accelerated deal cycles, improved win rates.

RESULTS

3.1x
Increase in Pipeline

29%
Increase in ACV

4.3%
Increase in Win Rate

"WE'VE SEEN ACCELERATED RAMP AND STRONGER PREP FOR C-LEVEL MEETINGS."

VP FINANCIAL SERVICES, GLOBAL LEADER IN EXECUTION MGMT

CASE STUDY: BUSINESS PLANNING SOFTWARE

KEY INSIGHTS	Databook (3 Hrs)	Without Databook (21 Hrs)
	TIME TO INSIGHT PER ACCOUNT	
What is the company's Financial Case for Change? • Complete peer-based performance benchmarking • Operational strengths & weaknesses • Investor expectations & achievability	15 MINUTES	420 MINUTES
What are the company's latest Strategic & Board Priorities? • Priorities and named initiatives • Operational objectives • Performance targets (e.g. management guidance)	45 MINUTES	300 MINUTES
Is there Executive Intent for Company solutions? • Investments • Improved use of data and analytics	30 MINUTES	120 MINUTES
Which Executives / Buying Groups have pain and urgency? • Responsible for underperforming metrics • Accountable for driving progress against strategic priorities / initiatives	30 MINUTES	120 MINUTES
Is the company in a position to Allocate Capital to Company solutions? • Fiscal budgeting cycle and key decision period • Adjustments to capital spending • Investor sentiment	30 MINUTES	120 MINUTES
Which Company Use Cases are most relevant for the company? • Alignment to strategic priorities and named initiatives • Alignment to operational objectives • Alignment to financial case for change	30 MINUTES	180 MINUTES

OUTCOMES*

18
HOURS SAVED PER ACCOUNT

84
HOURS SAVED PER SELLER

$12K
PRODUCTIVITY GAINS PER SELLER

$2.8M
TOTAL PRODUCTIVITY GAINS

Anonymized Material

CASE STUDY

SHIFT FROM FEATURE DISCUSSION TO BUSINESS OUTCOMES IN 4 MONTHS

ACCOUNT PRIORITIZATION | 1:1 MESSAGING | MEDDICC REINFORCEMENT

CHALLENGE

Building pipeline in an uncertain economic environment is top of mind. A visual collaboration company was needing support to transform from primarily feature-based discussions to value-based conversations while reinforcing their sales methodology, MEDDICC.

SOLUTION

The company launched a Databook POC across AMER, EMEA, and APAC with 113 users and 350 accounts to aid in account prioritization, executive messaging, and business case development. Within 4 months of onboarding the company has seen a 3.9x increase in active pipeline across enterprise, outbound and inside sellers and has experience a 22% increase in ACV amongst strategic sellers for Databook-researched accounts. The net value of this impact was $7.2M in ARR for strategic sellers and $4.6M in pipeline created for enterprise, outbound, and inside sellers.

RESULTS

2.5x
Executive Engagement

>$1M
Productivity Gains

3.9x
Active Pipeline Increase

"DATABOOK WILL HELP OUR SELLERS SHIFT FROM FEATURE DISCUSSION TO REAL BUSINESS OUTCOMES THAT MOVE THE NEEDLE."

STRATEGIC SALES LEAD, VISUAL COLLABORATION COMPANY

CASE STUDY

ACCELERATED GROWTH WITH TARGETED BIZ DEV

BUILD TRUST | PRIORITIZE ACCOUNTS | TIME MANAGEMENT

CHALLENGE

A big 4 firm needed to generate more opportunity across account tiers and personas. It took 6+ weeks to produce insights for a single account internal with less than 10% of GTM professionals being able to access these insights. At the same time use cases and solutions were so numerous it was impossible for sellers to see the full range of business impact resulting in reduced chargeability.

SOLUTION

The firm launched a 25 user, 5 month POC with Databook with a focus on the strategic alliances account team. In that period more than 300 accounts were researched on databook saving 21 hours of research per account and an estimated >$1.8M in productivity savings resulting in an expansion to 100+ users.

RESULTS

21

Hours Saved Per Account

300+

Accounts Researched

$1.8M

Cost Savings

BIG 4 PROFESSIONAL SERVICES FIRM

CASE STUDY

$MM+ STRATEGIC RELATIONSHIP, 25,000 USER GLOBAL ROLLOUT

EXECUTIVE ENGAGEMENT | PEER BENCHMARKING | PRIORITY ALIGNMENT

CHALLENGE

Account research was laborious and time-consuming leading to low-quality account plans and account strategies that could not keep pace with industry trends and customer market position. Sellers were struggling to connect the dots and deliver a cohesive narrative and maintain alignment across teams internally.

SOLUTION

The global GTM teams leverage the Databook platform and its downloadable assets to prepare for customer meetings. The platform is a foundational pillar in its account planning process, enabling teams to share and align and engage with CxO executive.

RESULTS

74x
Return on Investment

191%
Increase in ACV

76%
Wins Influenced by Databook

"WE'VE SEEN DEEPER CUSTOMER CONNECTIONS AND SIZABLE INCREMENTAL REVENUE."

CVP, FORTUNE 50 SOFTWARE & DEVICE COMPANY