

Place Customer Win Story

AI leasing platform maker EliseAI chooses Place to streamline customer subscription management, revenue, and analytics.



THE CHALLENGE

- 2,000+ customers on various billing schedules, with 800 more expected by year-end
- Lack of visibility → Difficult to manage and track high volume of expansions and renewals
- Too much time spent calculating and reporting ARR, MRR, expansion, contraction, churn, and deferred revenue
- Salesforce needed major improvements

THE COMPARISON

- Narrowed search to Place and Maxio / SaaSOptics
- Requirements:
 - Accurate revenue recognition and billing
 - Flexibility with reporting
 - Strong connection between Salesforce and QuickBooks
 - Fast and frictionless employee adoption

THE CHOICE

- Place solved revenue, billing and reporting needs, as well as, solved the user/business workflows
- Picked the system most compatible with future revops and billing stack changes
- Knew Place would allow them to avoid further tech stack bloat
- Felt Place will drive fast user adoption
- Salesforce required reconfiguring, no matter which option they selected