CLIENT PROFILE

Cribl

Cribl is a mid-market software company specializing in data management and security.

INDUSTRY

High Tech

PRODUCTS

Service Cloud,Customer 360 Platform,Experience Cloud,Revenue Cloud,PDO/AppExchange

SERVICES

Product Implementation

Farrah Bui, Vice President of Business Operations

★★★★★

https://cribl.io/

WHAT THEY NEEDED

Cribl needed a way for their sales and finance teams to work better together. We automated the invoice creation process upon new deals being closed by sales and built an integration with Quickbooks Online so that finance could manage the payments from there. This helped ensure that account and invoice data was consistent between the two systems and that both teams have visibility.

HOW WE SOLVD IT

SOLVD reduced Cribl's system swivel-chairing and centralization of all data regarding Cribl's customers through syncing invoices with their accounting system and Salesforce. SOLVD created more defined sales and quoting processes, reduction of "cowboy quoting", and solid processes defined on which Cribl has scaled to unicorn status. Then SOLVD also had a reduction of manual processes and engineering time for cutting software licenses through automation and server integration with Salesforce.

WHAT THEY SAID

SOLVD has been with Cribl since the inception of our Salesforce implementation in May 2020. There was a tremendous amount of foundational work needed to ensure our core GTM system was set up properly as we scaled. We have partnered with SOLVD through complex implementations, including: CPQ, QBO, and license server integrations; and, both our partner and customer portals. The result of that partnership is that Cribl's systems have seamlessly adapted and evolved as we've grown from 20 to almost 400 employees in nearly two years across multiple GTM functions (e.g. support, sales, solutions engineering, demand generation, etc.), and that has been fundamental to the success of running our sales process and our business at large. As a fast-growing company, it's difficult to anticipate the amount of work on the GTM systems; having a close partner like SOLVD has been key in allowing us to flex with the ebbs and flow of the business. They've been able to step in at the last minute, partner more closely when critical system issues arise, and have been extremely accommodating with resource allocation when we embark on complex projects - and so much more.