

Revenue Cycle Acceleration

Background

Global SaaS organization's legacy system couldn't keep up with the pace of the business as Splunk transitioned to a subscription model, hindering revenue growth.

Challenges

- Legacy FPX system required substantial, costly maintenance
- SKU proliferation slowed system response time, elongating the quoting process and limiting sales performance
- Limited reporting capabilities required ongoing IT support
- New product introductions, product bundling, and price adjustments required IT intervention, causing extensive delays
- Lack of contract flexibility made subscription renewals difficult

Solution

Argano managed their FPX system, advised Splunk through their Salesforce implementation in partnership with vendors, and continues to maintain the client's Salesforce CPQ deployment.

Results

- Cloud-based solution doesn't require IT intervention for sales and reporting processes
- Reduced time-to-quote and accelerated revenue lifecycle was achieved by addressing SKU proliferation challenge
- Improved forecasting and faster decision making with real-time dashboards and reporting capabilities
- Increased revenue streams through optimized Go-to-Market process, including faster product launches, streamlined product bundling, and automated pricing adjustments
- Decrease in missed revenue opportunities through automation of subscription renewal process

Proprietary and Confidential



Industry

Computer Software

Organization Size

Enterprise - \$2.5B in Revenue;
17,500 employees

Products and Services

- Salesforce CPQ
- Managed Services – CPQ Production Support

Key Differentiator

Argano is one of the few Salesforce implementation partners with the expertise to transition clients from FPX to Salesforce CPQ.

