

# Customer Success Story

## CUSTOMER SIZE:

500 - 1000

## INDUSTRY VERTICAL:

High-Tech

## SALESFORCE PRODUCTS:

Sales Cloud

Account Engagement

CPQ

## INTEGRATIONS:

Slack

JIRA

PagerDuty

Opsgenie

Send-Safely

## SALESFORCE LICENSES:

200

## ENGAGEMENT LENGTH:

Ongoing - 4 Yr+

## DataStax Continues Partnership with DynPro to Customize Sales Process & Boost Efficiency Using Salesforce



DataStax is the leading real-time data company – helping businesses becoming data-driven by mobilizing real-time data and building smart, high-scale applications.

### Original Challenge

DataStax offers many different database products to its customers – creating unique sales processes for each different type of product offering. Over time, this created multiple manual sales processes. DataStax needed a trusted partner to help them make Salesforce their efficient, effective sales solution.

### Outcome #1

#### Improved Sales Team Performance

Thanks to DynPro, DataStax now has opportunity splits in Salesforce – allowing them to give credit where credit is due to Sales Team members. Real time access to sales data enables leadership to engage the sales team in ongoing performance improvement.

### Outcome #2

#### Increased Sales Process Efficiency

DynPro customized CPQ to accommodate all Managed Service and Subscription offerings – giving the DataStax Sales Team automated flows for creating quotes and closing deals with accuracy and efficiency.

### Outcome #3

#### Seamless Sales + Service Partnership

The success for DataStax doesn't stop with Sales. DynPro's custom logic to assign subscriptions and services sets accounts up to transition to the Service phase with all information needed to provide a personalized customer experience in Salesforce..