

How Braze boosted compliance and deal velocity with DealHub

braze | Case Study

Braze is a leading comprehensive customer engagement platform that powers interactions between consumers and the brands they love. Braze is a public company, which as of April 20, 2023, serves more than 1,800 brands and 5.1 billion monthly users in over 70 countries worldwide. Braze was seeking a solution that would provide governance and compliance while improving deal velocity and the sales team's autonomy.

Challenges

Compliance

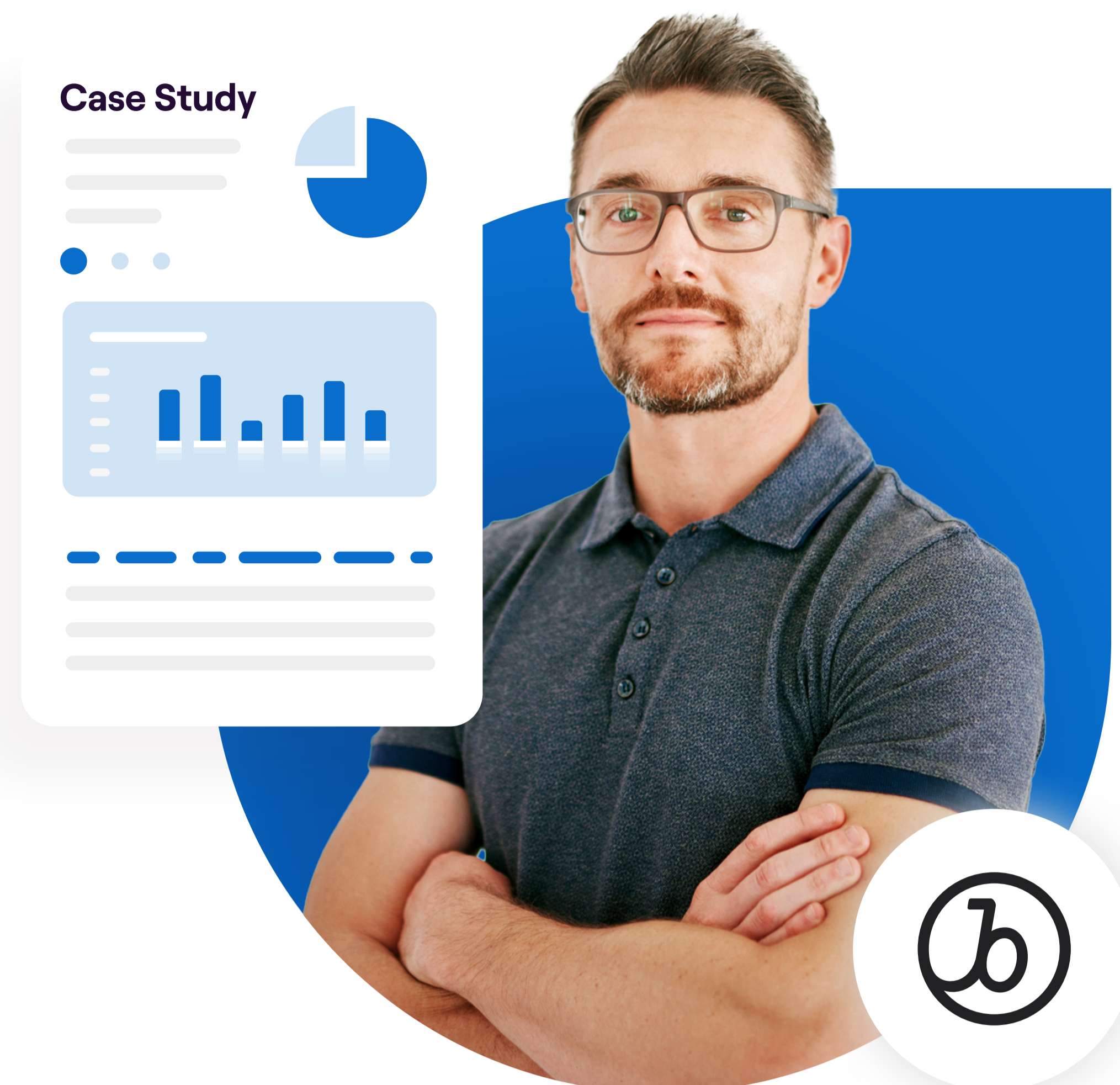
Being a public company, Braze required a solution that would automate compliance for finance, accounting, and reporting. Braze wanted to have version controls for products, pricing, and workflows that ensure the company is compliant with all necessary policies by location, product, payment, and more.

Manual processes

Braze required a solution that would liberate Sales and other functions from time-consuming tasks and inefficient approval processes. Braze was managing pricing in Excel, resulting in manual intervention and no ability to report on discounts, which were self-reported by the Sales team.

Cross-team transparency

Braze's approval workflow was managed via email, and stakeholders were wasting precious energy chasing the latest contract version and bringing deals to the dotted line. Braze wanted a solution that would enable it to achieve a horizontally connected digital pricing ecosystem - through speed, connectivity, and seamless experience across all the sales process stages.



Solutions Used



"DealHub will speed up your sales process, your efficiency, and your accuracy, which will ultimately bring in more revenue in the long term."



Katie Zinman

Director, Global Deal Desk
Braze

About Braze

Braze is a cloud-based software company based in New York City, with a customer engagement platform for multichannel marketing.

Solutions

100% adoption and sales empowerment

One of the main reasons Braze chose DealHub CPQ is its ease of use. Braze employees with no past experience can be quickly onboarded and become very adept users or admins within just weeks. This is a double advantage, as it gets salespeople actively selling more quickly, but is also easy to manage for system administrators.

Guided selling and automated approvals

DealHub's dynamic playbooks were designed to intuitively guide Sales through the process of configuring a valid quote, sales content, and legal contract. This enables Braze to ensure consistent pricing and discounting across the organization and to seamlessly update new products, configurations, and pricing. Deal management is now much more efficient thanks to automated approval workflows.

High capacity for complexity

According to Braze executives, DealHub's CPQ is a simple and straightforward solution, even with high levels of deal complexity. Braze offers various products and services to many types of customers in various industries. This calls for a flexible tool that would be easy to use while still able to support a high level of complexity.

Learnings & Benefits

Ease of implementation and customer success

One of the main benefits for Braze was DealHub's in-house services. Implementation managers become success managers and continue to support the company going forward. From the moment of set-up, DealHub's managers became trusted advisors, well-versed in product, pricing, policies, and in the way the Braze team operates.

No revenue leakage

Using DealHub's CPQ, Braze was able to drive efficiency and gain control of its sales process. With discount guardrails in place, along with a clear audit trail, Braze's deal management process became shorter and more efficient. Shorter cycles allowed more deal velocity.

Autonomy and accountability

DealHub's automated workflows ensure every Braze team member has a clear accountability path of their part in the sales process and revenue outcomes. It also provides salespeople with autonomy, empowering them with the ability to produce accurate quotes that reflect the most updated product and pricing, and according to specific discount guardrails. The end result is professional quotes and fluid deal management.

**See what DealHub
can do for you!**

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