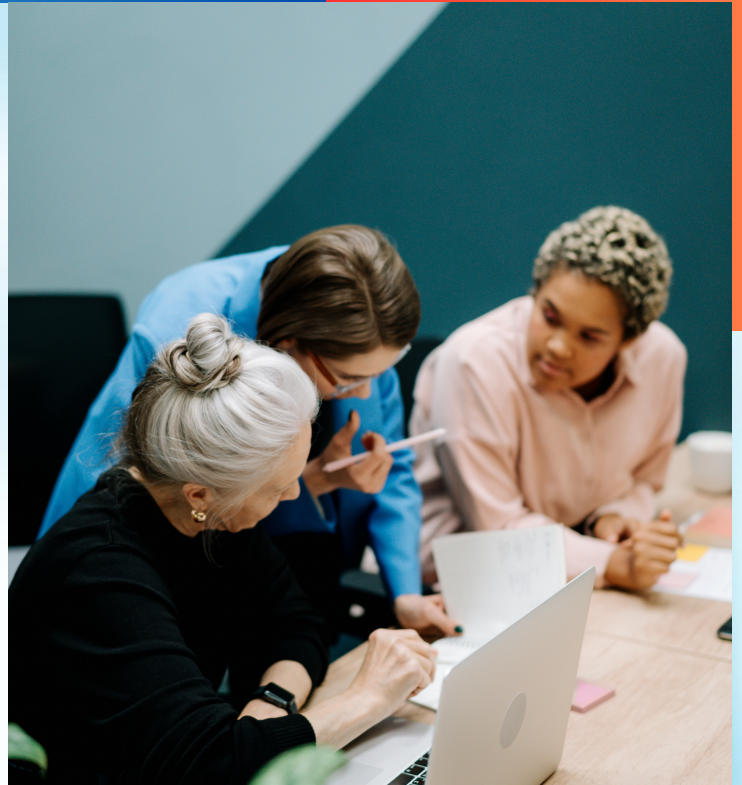




CASE STUDY

How Cloudely Inc. helped
Cequence Security overcome
its business challenges?



ABOUT CEQUENCE SECURITY

Cequence Security, Inc. is a cybersecurity software company founded in 2014 and based in Sunnyvale, CA.

Its mission is to transform application security by consolidating multiple security functions into an open, AI-powered software platform that protects customers' APIs and web-based applications from automated bot attacks and vulnerability exploits.

BUSINESS CHALLENGES

The client approached us with the following business challenges:

- Complex Products and pricing structure, Issues with Deal Registration, Approvals & Custom Quote & Order Documents.
- Inadvertent quoting errors due to manual configuration and calculations leading to inaccurate data and revenue loss.
- Analysis of Revenue Trends due to lack of custom-calculated fields, Reports and dashboards.
- Difference in configuration engine architectures between two systems. Data Complexity, Data Quality & Data Security.

IMPLEMENTED SOLUTIONS



Third Party Uninstallation & CPQ Installation

- Uninstallation of the existing CPQ application.
- Salesforce CPQ installation and setup.



Data Migration

- Migration Approach | Data Analysis -Data Mapping | Migration Design
- Migration Execution | Migration Testing – Data Validation |
- Convert into Production



User Training

- User adoption – Training the end users on the custom CPQ Application.
- User Guide with step-by-step process of the complete flow.



CPQ Configurations & Automations

- Product & Pricing Configurations- List, Block & Attribute-Based Pricing.
- Direct & Channel Partner Quoting, Discounts.
- Advanced Approvals with multiple levels.
- Output Documents- Custom Quote & Order Documents for Direct Customers & Channel Partners.
- Contract Creation, Custom Amendments, and Renewals.



THE RESULTS



Speed

Shortened Sales cycle with 50% faster quote turnaround time.



Accuracy

Error-free sales quotes with high accuracy rate and proposals that align with customer requirements.



Profitability

Custom built user-friendly CPQ application with high end-user adoption resulting in good ROI.