

GRAPHITE

How Graphite Automated 80% of Revenue Operations with Subskribe

Discover how Graphite slashed processing time from 60 to 5 minutes by automating revenue operations with Subskribe.



COMPANY

Graphite

INDUSTRY

AI-Powered SEO Software



GOALS

- Scale revenue operations from 40 to hundreds of customers
- Automate manual quote-to-cash processes
- Integrate Salesforce, DocuSign, and QuickBooks systems
- Deploy billing system before SaaS product launch
- Minimize time spent on manual revenue tasks



RESULTS

- Reduced processing time from 60 mins to 5 mins per client
- Automated 80% of revenue operations workflows
- Achieved 100% system reliability since launch
- Launched SaaS offering with zero billing disruptions
- Successfully unified all revenue operations systems

Powering Enterprise-Scale Growth at Graphite

Graphite is a self-funded, bootstrapped company with approximately 140 employees, including a 15-person operations team led by VP of Operations Rafa Tihanyi. Starting as an SEO agency five years ago, they developed proprietary AI-powered tools to enhance their service delivery. The success of these internal tools led to client demand for direct access, prompting Graphite to launch a dedicated SaaS business in 2024.

"We've done SEO for Calm, Webflow, Neiman Marcus, and a bunch of big companies," explains Tihanyi. "We've been able to learn a lot about what works well and what doesn't work well, and that has helped us refine our tools to make them more efficient than what's out there in the market."



Scaling Beyond Manual Processes: The Path to Automation

As Graphite prepared to launch their SaaS offering, they faced several operational challenges that their existing manual processes couldn't address. Their workflow was heavily manual, requiring significant time investment in quote creation, approval workflows, and DocuSign template preparation. The team spent countless hours on manual customer creation in QuickBooks, while disconnected systems demanded constant human intervention to keep processes moving.

The scalability concerns were even more pressing. While their agency business could manage with manual processes for 30-40 clients, the SaaS business would need to support hundreds of customers. This growth would require automated workflows and systems that could scale without adding operational overhead.

"We knew that on the SaaS side, to have a good SaaS business, you need to have hundreds of clients," says Tihanyi. "For us to do that, we would need tools that could scale with us. On the agency side, it's pretty manageable if you have 30-40 clients and we mostly invoice quarterly to just do it manually through QuickBooks. But we knew that for SaaS that wouldn't work."

Finding the Perfect Revenue Operations Platform

After evaluating various options, Graphite chose Subskribe for its comprehensive quote-to-revenue capabilities and seamless integration with their tech stack. The platform's technical excellence shone through in its complete integration between Salesforce, DocuSign, and QuickBooks, along with automated workflows that streamlined the entire process from opportunity close to payment collection. The robust system architecture and comprehensive feature set exceeded their initial expectations.

Beyond the technical capabilities, Subskribe's partnership approach resonated deeply with Graphite's own values. The customer-first implementation methodology, responsive support team accessible via Slack, and shared commitment to customer success aligned perfectly with Graphite's needs.

"Subskribe immediately stood out during our evaluation process," recalls Tihanyi. "After our first meeting, we knew we had found something special. The platform's comprehensive capabilities exceeded our expectations and outshined every other solution we considered."

Setting New Standards in Platform Performance & Support

One of the most impressive aspects of Subskribe has been its exceptional reliability and robust performance in production. The platform has maintained zero critical system failures since launch, with consistent performance across all integrations. Its high availability for mission-critical operations and stable platform have supported Graphite's daily business operations without interruption.

"The platform's performance has been extraordinary," shares Tihanyi. "The system delivers flawless execution day after day, which demonstrates its exceptional quality. Our billing operations run smoothly and efficiently - Subskribe has become the reliable foundation of our revenue operations."

The customer support experience has been equally impressive. Subskribe's team provides immediate response through a dedicated Slack channel, delivering thorough and detailed problem resolution. Their proactive communication on status updates and strong partnership approach to customer success has made them an extension of Graphite's team.

"Whenever we've had an issue, or whenever we want to do something that's non-standard, the support that we get from the team is outstanding," explains Tihanyi. "We can just ping them on Slack and immediately, within a few hours, we have a thorough answer. If they don't know the answer, they're transparent about it and always get back to us with a solution."



KEY BENEFITS OF USING SUBSKRIBE

- Be up and running in a matter of days, not months or quarters.
- Intuitive and easy to use, with little to no training.
- Create complex enterprise quotes in under a minute.
- Build beautiful, on-brand proposals with customizable templates.
- Eliminate the unnecessary costs of maintaining a QTR system. No workarounds, no custom integrations, no maintaining multiple catalogs — Subskribe just works.

Transforming Operations: 80% Time Savings & Beyond

After implementing Subskribe, Graphite experienced significant improvements in their SaaS operations. The platform dramatically reduced manual processing time by 80% and decreased per-client processing time from 1 hour to 5 minutes. The streamlined quote-to-cash workflow and automated customer onboarding process have transformed their operations.

The business impact has been substantial. Graphite has been able to seamlessly scale their SaaS customer base while improving cash flow management and enhancing the customer experience, all while reducing operational overhead.

As a successful bootstrapped company, Graphite carefully evaluates every investment in their technology stack. Subskribe's reliability and efficiency have delivered exceptional value. "The platform has proven to be such a perfect fit that our entire team is completely confident in the solution," says Tihanyi. "It's become an essential part of our business operations - everyone agrees it was exactly the right choice for us."

Building a Partnership for Long-Term Success

The relationship between Graphite and Subskribe extends beyond typical vendor-client dynamics. Both companies share core values around customer success and rapid problem resolution. Their shared innovation-driven approach has created a strong foundation for continued partnership.

"What impressed us about Subskribe was their sense of urgency, which is also a core value for us being a fast growing startup," explains Tihanyi. "When we need something, their team moves quickly and gets things done - that kind of responsive partnership has been invaluable for our growth."

QUOTE

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Rafa Tihanyi

VP, Operations



Accelerating into the Future

As Graphite continues to grow their SaaS business, they see Subskribe as a crucial enabler of their expansion. The platform's reliability, comprehensive feature set, and outstanding support have made it an integral part of their operations, with team members actively recommending it to other SaaS companies in their network.

"I actively recommend Subskribe to other leaders in my networking groups," concludes Tihanyi. "It's been an excellent solution for us, and I'm always happy to share our fantastic experience with others."

Graphite: Pioneering AI-Powered SEO

Graphite is a leading SEO agency and SaaS provider that combines deep expertise with AI-powered tools to deliver exceptional results for enterprise clients. Their client roster includes industry giants like Calm, Webflow, and Neiman Marcus. As a self-funded company, they maintain a focused approach to growth while delivering high-quality solutions to their customers. Their commitment to innovation and customer success has positioned them as a trusted partner for organizations seeking to optimize their online presence.



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