



# 10X Faster, 100% Smarter: How Subskribe Revolutionized Torq's Revenue Operations

Discover how Torq slashed quote time by 90%, transformed operations into strategic advisors, and went live in under 60 days



## COMPANY

Torq

### INDUSTRY

AI-first Security  
Hyperautomation Software



## GOALS

- Eliminate 30-45 minute manual quote calculations
- Remove operations bottleneck for sales reps
- Scale quoting process for rapid growth
- Standardize approval workflows
- Shift sales team from quote mechanics to deal strategy
- Maintain Salesforce data integrity



## RESULTS

- Cut quote time from 45 to 5 minutes (90% faster)
- Reduced approvals from hours to minutes via Slack
- Implemented in under 60 days
- Transformed operations into strategic advisors
- Launched strategic deal desk initiative
- Unified data across sales, finance, and success teams

## Executive Summary

When Torq's rapid growth began overwhelming their manual quoting process, they turned to Subskribe to transform their quote-to-cash operations. The results exceeded their expectations: quote creation time plummeted from 45 minutes to just 5 minutes, while sales teams shifted from number-crunching to strategic deal-making. This case study explores how a fast-growing technology company eliminated their quoting bottleneck and transformed their operations team from calculation validators to strategic advisors.



## The Challenge: Scaling Operations in a High-Growth Environment

As a fast-growing technology company fresh off a significant funding round, Torq faced a critical inflection point. Their manual quoting process, heavily dependent on Excel spreadsheets and basic Salesforce tools, was creating a bottleneck that threatened to slow their momentum.

"Before, quoting was kind of a bottleneck for our sales reps," explains Monica Mongaras, Director of Business Operations at Torq. "We had to manually calculate the channel margin, any additional discounts... we were working late hours because we were spending our whole day on quotes and not on other projects."

The challenges were numerous:

- Complex manual calculations for channel margins and discounts
- Hours spent validating quote math instead of focusing on deal strategy
- Limited scalability as the company grew
- No standardized approval workflows
- Excessive time spent on administrative tasks

# The Search: Finding a Modern Solution for Modern Problems

Having experienced the limitations of traditional CPQ tools firsthand, Torq approached their search for a new solution with healthy skepticism. "I've worked with other CPQ tools that have left me with a bit of PTSD," Mongaras notes. "When something's too easy, you're like, 'Okay, what's the catch?'"

## The Evaluation Process

What set Subskribe apart became clear during the evaluation process:

### 1. Strong Customer References:

While competitors struggled to provide relevant references, Subskribe immediately connected Torq with multiple enthusiastic customers. "When you are with a company that can easily find customers who are willing to talk... you see the value very easily. They had a line of customers in our area waiting to have this conversation, which is unheard of," recalls Mongaras.

### 2. Salesforce Integration:

The platform's seamless integration with Salesforce was crucial. "Everything that was going into Subskribe was coming into Salesforce... everything was aligning with our ARR, with our account entry, exit criteria."

### 3. Modern Interface:

Unlike the complex interfaces of traditional CPQ tools, Subskribe's intuitive design proved that powerful quoting capabilities didn't require complexity.

### 4. Workflow Automation:

Built-in Slack workflows for approvals and powerful Zeppa-powered customization demonstrated a modern approach to business processes.

Ramp Quote

1. Product A

Total Cost: \$276,000.00

Charges	Q-ty	Price	Discount	Total
Year 1			10% <a href="#">Apply discount</a>	
Year 2			15% <a href="#">Apply discount</a>	
Year 3			20% <a href="#">Apply discount</a>	

Approval Workflow Active

Name	Description
Order Discount >= 25%	Order Discount >= 25%

[If order](#) [+ Add rule](#)

TCV is greater or equal to 50000 [Add rule](#)

[and any line item has](#) [+ Add rule](#)

Discount % is greater or equal to 25% [Add rule](#)

New Charge

Charge Type: Usage

Charge Name: Database Usage

Charge Model: Per Unit

Unit Price: \$0.005

☒ Drawdown charge



"Subskribe was very honest, and they were like, 'look, this is what's realistic.' And they were able to work with us so well to meet that deadline beforehand"

## QUOTE

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"We've gone from 30-45 minutes on a quote to just a couple of minutes. And it's not because we're doing calculations - now we're spending time on strategy of the quote."

Monica Mongaras

Director of Business Operations



## Implementation: Speed Meets Excellence

The implementation process further validated Torq's decision. Starting March 31st, the team completed the entire deployment ahead of their end-of-May deadline, despite multiple competing priorities including team transitions and organiza-

### Key Implementation Milestones:

- Project kickoff to go-live in under 60 days
- Single training session enabled immediate adoption
- Smooth data migration from previous systems
- Complete team enablement before deadline

## The Results: Transformation Across the Organization

### Time Savings That Drive Strategic Value

The impact was immediate and dramatic. Quote creation time dropped from 30-45 minutes to under 5 minutes, but the benefits went far beyond speed:

- Eliminated manual calculations and Excel spreadsheets
- Automated channel margin calculations
- Streamlined approval workflows
- Enabled strategic focus for the operations team

### Process Improvements

The transformation extended across multiple business processes:

- **Streamlined Approvals**

"Now we have workflows where reps can add notes. If we don't approve something, we can say why. There's communication that wasn't occurring before," explains Mongaras.

- **Cross-Functional Integration**

"We're not just getting it at the opportunity level. We're taking that ARR that is in Subscribe at the account level and pushing that data into our account level as well, which helps our customer success team.

- **Deal Desk Evolution**

The operations team transformed from quote calculators to strategic advisors. "Now we're spending time on strategy of the quote as opposed to mathematical calculations."

## Superior Support Drives Ongoing Success

The partnership with Subskribe has continued to deliver value through exceptional support and responsiveness. This level of support has been particularly valuable as Torq continues to scale. When their new Sales Operations Manager joined in September, she was able to quickly get up to speed and start adding value immediately.

**"The SLA on them getting back to me is incredible. I'm not waiting 48 hours to hear something back... and the team is very knowledgeable. They're not just reading off of a support document."**

## Building for Scale: A Foundation for Future Growth

With Subskribe in place, Torq has transformed their quote-to-cash process into a strategic advantage. The platform has enabled them to:

### 1. Launch Strategic Initiatives

The newly established deal desk focuses on deal optimization rather than quote mechanics.

### 2. Scale the Team

New team members can be onboarded quickly with minimal training.

### 3. Improve Cross-Department Collaboration

Sales, finance, and customer success teams now work from the same data in real-time.

### 4. Focus on Strategy

Operations team members can focus on high-value activities rather than manual calculations.

## Looking Ahead: A Partnership That Delivers

Torq continues to find new ways to leverage Subskribe's capabilities. The platform's regular updates and responsive development team ensure that as Torq grows, their quoting capabilities grow with them. For growing companies facing similar challenges, Torq's experience demonstrates that the right technology partner can transform a critical business bottleneck into a strategic advantage. As Mongaras concludes, the impact goes far beyond just faster quotes - it's about empowering teams to focus on what matters most: strategic deal-making and business growth.



Schedule your demo to [get started.](#)