BRAME

CASE STUDY

The Leading Gamification Marketing Builder

THE COMPANY

- Founded in 2019, Brame.io is a Swiss software-as-a-service (SaaS) company specializing in gamification marketing solutions.
- Their platform enables marketers to create interactive, gamified campaigns designed to engage, convert, and retain customers.
- They serve a broad range of clients, primarily across the retail, food retail and e-commerce sectors.

THE PROBLEM

- With substantial growth in revenue and headcount, a modern and professional approach to reporting was becoming increasingly important.
- Additionally, a growing number of operational systems made it hard to maintain a single source of truth, e.g., across the CRM, the billing system, and the accounting system.

SOLUTION

- Setup and customization of SaaS industry dashboard that provides necessary top-level insights and deep-drive analyses.
- Definition of company-wide financial steering fitting the departmental needs and leadership requirements.
- Integration of key operational systems (e.g., an HiBob HR, Abacus, Salesforce and Zuora) for real-time & automated KPI calculation and report creation.

RESULTS

15 Min.	Effort to prepare management reporting
2 Min.	Time needed to take decisions
80%	Cost savings compared to BI project

KEY BENEFITS

FASTER DECISIONS
Due to reports available in real-time

SELF-SERVICE
User experience empowering each user

REPORTING EFFORT
Reduction of effort due to automation

SINGLE-SOURCE-OF-TRUTH
For all decision makers (C-Level, department heads) with a holistic business overview (financials, operational and strategic KPIs)

„The implementation of ValueWorks was straightforward and efficient. The collaboration with the ValueWorks team was excellent, and the tool seamlessly connected our key systems, reduced reporting effort, and provided clear, reliable insights whenever we need them."

Roger Bösch
CFO of Brame

VALUEWORKS
INSIGHTS TO RESULTS