RESOLUTE SOFTWARE

Amatas Gains Competitive Advantage with a Custom Salesforce Implementation that Streamlines Processes throughout the Entire Sales Lifecycle

CASE STUDY

amatas

COMPANY -	Amatas

CUSTOMER SINCE - 2020

THE GOALS -

- Increase the efficiency of the Sales team by streamlining pre-sales, sales and post-sales processes

- Improve lead management and marketing outreach with rapid access to accurate data and communication tools

- Eliminate manual processes to improve Sales staff performance and decrease overhead

> "By automating the sales process end-to-end, Resolute has enabled our team to be much more productive, and identify and reach out to leads proactively. We can jump on new sales opportunities before our competitors do, and continue to communicate with leads in a systematic, consistent way throughout the sales cycle. This provides tremendous competitive advantage."
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BACKGROUND -

Enterprise security top of mind as remote and mobile work becomes more common.

Cybersecurity has always been a key IT initiative, but today, amidst increasing fraud and the trend toward remote working, it's never been more critical. With a highly mobile and distributed workforce accessing corporate networks via myriad endpoint devices, businesses are vulnerable to security threats and are looking for ways to protect themselves. It's no wonder that 70% of CIOs and IT heads worldwide have made cybersecurity a top priority for the remainder of 2020.

Bulgaria-based Amatas, a global managed cybersecurity company, is addressing this need by delivering complete cybersecurity solutions to midsized companies and large enterprises in FinTech, Manufacturing and other industries. The company's services include Managed Cyber Assessment, Virtual CISO, Managed Detection and Response, Managed IT Operation. "Cybersecurity can include a lot of activities, so we try to address the complete picture by taking a holistic approach," said Boris Goncharov, CEO at Amatas.

In early 2020, Amatas reached out to Resolute Software for help with implementing a complete, customized solution that would enable its Sales team to more effectively manage and nurture leads, convert prospects into customers, and manage proposals and contracts. The project consisted of a custom Salesforce implementation and integrating several mission-critical applications, including Outreach, ZoomInfo, Docusign and Docusign Negotiate.

Manual Processes and Disconnected Systems Were Impacting Performance

"It's critical to be able to identify potential customers and engage with them consistently, but our Sales staff didn't have access to the right tools to make that happen," said Goncharov, who added that a comprehensive solution for Sales would also enable better forecasting and help lower operational overhead.

"We had a negative experience with some other consulting companies before looking for a new partner," he said. "Our existing Salesforce implementation was functional, but it wasn't solving our problems. We needed to be sure that the partner we brought in to help us had the right knowledge and skill set, and understood our unique needs."

Goncharov evaluated numerous software engineering and consulting firms, but Resolute stood out in terms of its philosophy, principals and strategy. Discussions with Resolute were straightforward and productive.

"It was like magic. We immediately understood each other well, and only a few brief discussions were necessary to communicate what we needed. If you work with someone who understands your business objectives, it eliminates much of the back and forth, and Resolute brought that level of understanding on the table."

-- Boris Goncharov, CEO, Amatas.

Streamlined Processes, from Prospecting to Closing the Deal

After developing an actionable project plan, the Resolute team set to work on the Salesforce implementation. Once they implemented the core functionality, they moved on to integrations to enable more efficient pre-sales processes. These included Zoominfo, a go-to-market intelligence solution, and Outreach, a sales engagement platform. Having these systems work in sync with Salesforce ensures that Amatas's Sales reps are armed with up-to-date, accurate data and can engage with prospects and customers in meaningful, relevant ways as part of their daily workflow.

❝ "By integrating lead management solutions with Salesforce, our reps have everything they need to track and nurture leads at their fingertips."

-- Boris Goncharov, CEO, Amatas.

"Once a lead is in the system, Zoominfo supplements the existing data so we know more about the company and our contacts there, and all the data associated with that lead can be leveraged to create targeted, impactful emails and campaigns. It's all integrated, which improves productivity while enabling us to engage with prospects and customers much more effectively," Goncharov said.
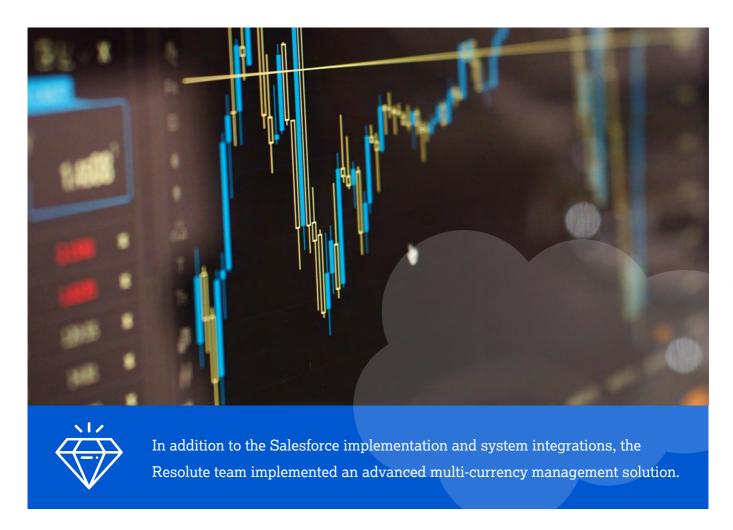
After the integrations to support the pre-sales process were complete, Resolute integrated Docusign and Docusign Negotiate, fully digitizing the process of creating and sending out proposals and negotiating contracts. These are now generated automatically from Salesforce, leveraging all of the up-to-date data stored there, and enabling Amatas to easily track amendments and changes to the contracts, and obtain signatures from customers, all in a central location.

"Resolute provided a seamless integration of all of the systems we needed to create an end-to-end solution for our Sales team."

-- Boris Goncharov, CEO, Amatas.

Automated Multi-Currency Exchange and Bonus System Improves Reporting and Forecasting

In addition to the Salesforce implementation and system integrations, the Resolute team implemented an advanced multi-currency management solution.

The solution integrates with a third-part app that pulls accurate, up-to-date exchange rates from the European Central Bank each morning. Using that data, the solution automatically recalculates reported deals into a single currency, and displays the correct amount on the Opportunity Page.

This simplifies revenue reporting and forecasting, by enabling the executive board to review pipeline, closed business and forecasted revenue in a single currency.

As part of the multi-currency solution, bonuses can be calculated in multiple currencies, depending on the location of the Sales rep. This enables management to rapidly compute and award bonuses to Sales staff in various geographies, rather than manually calculating and tracking bonus amounts using Excel spreadsheets. This functionality is especially important as Amatas continues to expand its business globally.

"The new bonus system quickly converts bonuses into the appropriate currency, eliminating the need to manually and painstakingly calculate each individual bonus," said Goncharov. **"Now we just pull a single report from Salesforce, and all the correct information is there."**

Throughout the project, Resolute held regular meetings to brief Amatas stakeholders on what was accomplished and how to use the new functionality.

"Demonstrating how the solution worked was much more effective than just providing a report about deliverables."

-- Boris Goncharov, CEO, Amatas.

Streamlined Sales Process Provides Competitive Advantage

According to Goncharov, Resolute has provided tremendous value to Amatas by simplifying and streamlining the entire sales process from pre-sales through post-sales, eliminating hours of manual work and freeing up the Sales team to focus on revenue-generating activities rather than administrative tasks. For example, prior to Resolute's integration work, preparing a quote or a proposal would take up to two hours. Now, it takes just a few minutes using a document management and esignature tool integrated natively with Salesforce.

Additionally, by implementing all of the critical sales solutions into Salesforce, data about customers and prospects is centralized and always up-to-date, which helps the Sales team be more effective and impactful with their communications.

"When our Sales team was struggling with basic processes, we were wasting money and resources," said Goncharov. **"By automating the sales process end-to-end, Resolute has enabled our team to be much more productive, and identify and reach out to leads proactively.**

We can jump on new sales opportunities before our competitors do, and continue to communicate with leads in a systematic, consistent way throughout the sales cycle. This provides tremendous competitive advantage."

Goncharov said Amatas will continue to leverage Resolute's expertise to streamline processes related not only to Sales but to Customer Support and Operations, as well. **"We have discussed implementing a Customer Portal, as well as integrating our project management system with Salesforce,"** he said.

"We have big goals for continuing to improve efficiency and streamline operations, and will definitely continue working with Resolute to achieve them."

-- Boris Goncharov, CEO, Amatas.

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