

Drivetrain enables Teikametrics to build a data-driven culture of collaboration

Teikametrics is a marketplace optimization platform, enabling companies and individual sellers to grow their businesses on e-commerce marketplaces like Amazon, Walmart, and social selling platforms like Hiive.



250+ employees globally

250M+ keyword targets optimized
(Amazon & Walmart)

\$10B+ total annual sales optimized
on e-commerce marketplaces

RESULTS

**2-3 days saved
per reporting cycle**

with seamless data
consolidation across ERPs

**Enabled custom
SaaS metrics/
reports creation**

with easy access to a single
source of truth

INTEGRATIONS



THE CHALLENGE

Before Drivetrain, Allison Gillespie, Director of FP&A at Teikametrics, was struggling with cumbersome, inefficient data analysis and financial reporting. Consolidating data across two entities (US and India) was a manual, time-consuming process, requiring hours or even days of duplicated effort across finance and accounting teams.

SaaS metric reporting was equally tedious. Gillespie had to extract MRR data from multiple platforms and merge it with financial data in Excel before any analysis could begin.

Further, during each monthly reporting cycle, in the absence of a centralized data set, different teams relied on multiple spreadsheets for analysis, leading to version control issues and inconsistent reporting. Gillespie spent days manually preparing reports, identifying discrepancies, and fixing errors.

She needed a modern FP&A solution to unify data across departments, eliminate redundancy, and enable efficient reporting.

THE SOLUTION

Drivetrain has enabled Teikametrics to replace siloed, manual processes with a more efficient and centralized platform that democratizes data and facilitates cross-functional collaboration. The platform has become the “connective tissue” for Teikametrics—linking the finance, accounting, marketing, sales, and leadership teams and ensuring they have real-time visibility into their data.

Instead of spending hours each month on manual workflows for data analysis, along with preparing and explaining reports, Gillespie now does all of that in Drivetrain and shares access with the team leads. They can view their own reports and perform their own data analysis. This has saved her an estimated two hours per day.

More importantly, Drivetrain has freed up Gillespie’s time to focus on strategic, value-added initiatives, which have been on her “to-dos” for a while. For example, she’s now building a centralized financial performance repository and benchmarking Teikametrics’ customer trends against Amazon’s.



In Drivetrain, I can create my own metrics. I can change my own rules. With the other FP&A tool, I had to use a consultant to just update the backend code. Drivetrain is just wonderful!



Allison Gillespie

Director of FP&A, Teikametrics

HOW DRIVETRAIN HELPED



Efficient and faster reporting



Creation of custom metrics for deeper analysis



Connected and collaborative culture across the organization

THE DRIVETRAIN IMPACT

- ✓ Automated the complex data consolidation, validation, and analysis process
- ✓ Eliminated redundant manual work flows, freeing up time for higher-value strategic work
- ✓ Empowered team leads to take ownership of their financials via centralized data access

Discover how Drivetrain simplifies data analysis and helps you unlock strategic insights for your business.

Book your demo today!