

Blackthorn switches to Drivetrain to unlock more agile FP&A

Founded in 2015, Blackthorn specializes in developing Salesforce-native apps and products to help organizations unlock the power in their Salesforce CRM—streamlining event management, payment processing, and text messaging—to create better, more impactful customer experiences.



100+ employees globally

\$3Bn+ processed by the Blackthorn Payments App

31Mn+ SMS Messages sent through Blackthorn Messaging App

RESULTS

75%

reduction in time during month-end reporting

More accurate forecasts

with custom metrics & scenario planning

THE CHALLENGE

Erik Meyer, Senior VP Finance, had simple and clear expectations from an FP&A software—flexibility and efficiency.

The problem with their existing FP&A platform wasn't functionality as much as it was the inherent complexity. The lack of granularity in financial modelling and reporting was a big challenge. Meyer and his team had to spend a lot of time building, maintaining, and updating their "parallel" financial model in Excel.

Even the data consolidation and analysis process was time-consuming and complex, and required a steep learning curve. Their FP&A tool did not have a native integration for Rillet, Blackthorn's new ERP. The process to "manually" extract the accounting data from Rillet and upload it into the FP&A platform was quite cumbersome and done in a "backend" manner.

Meyer didn't have 6-9 months to stand up a financial model, and their FP&A tool wasn't sophisticated enough to replace Excel altogether.

INTEGRATIONS



THE SOLUTION

So, Meyer decided to look for a suitable replacement—one that would strike the right balance between flexibility and ease of use. He found it in Drivetrain.

The "Goldilocks moment"

Too much

Meyer first considered a couple of solutions he'd used earlier, before joining Blackthorn. But both were tailored to larger enterprises, making the features they offered and the associated price tag too much for a mid-market company like Blackthorn.

Too little

He then explored other tools targeted at smaller businesses but found them lacking in the necessary features, especially a native integration with Rillet. This was at the top of his "must-have" feature list, as they didn't want to move away from their accounting platform.

Just right

Eventually, Meyer circled back around to Drivetrain—a solution he'd heard about a few months earlier. After getting a demo and discussing his requirements, Meyer knew he'd found the right solution. Drivetrain offered the ease, flexibility, and efficiency he was looking for, and the granularity that not only their current platform, but also others in his consideration set, was lacking.



Being able to measure things with the flexibility of Excel is a major differentiator.



Erik Meyer

Senior VP Finance, Blackthorn

HOW DRIVETRAIN HELPED



Seamless integration with Rillet & SFDC



Flexibility & ease of use for reporting & modeling



More granular insights from financial models

THE DRIVETRAIN IMPACT

- ✓ Eliminated time-consuming Excel dependency for modeling without losing flexibility
- ✓ Custom metrics & scenario planning for more granular models and accurate forecasts
- ✓ Efficient and faster month-end reporting, saving 2-3 days each month

Explore how Drivetrain can help your business drive faster and more predictable growth.

Book your demo today!