



CUSTOMER SUCCESS STORY

webdam™

Webdam

Imagine. Achieve. From conception to completion, Webdam helps marketers and creatives tell their brand stories. Its cloud-based platform makes it easy to organize, use and share the creative assets at the heart of impactful experiences. By uniting everyone who has a hand in shaping the brand on a common platform, Webdam allows brand-building activities to scale across the enterprise and around the globe. Webdam is a proud member of the Shutterstock family.

Headquarters San Mateo, CA, USA

Website www.webdam.com

Industry Technology

Simplus Services



Advisory Services



Implementation Services



Custom Configuration



Change Management



Managed Services

Salesforce Clouds



Sales Cloud



Salesforce CPQ



Salesforce Billing



Service Cloud



Pardot



Community Cloud

The Challenge

Webdam implemented Salesforce CPQ, but needed assistance to fully utilize certain features:

Customized Documents Webdam was in the process of a brand overhaul. That redesign required that the quote documents match the new design. As an organization with many sophisticated marketing clients, brand management was crucial.

Slow Renewal Process The process for renewals was time consuming. This manual process required cloning and reentering information.

Manual Sales Quoting The Webdam sales team used Word documents to create each quote manually. This process caused issues when math was done incorrectly. This process was also a substantial time investment for the sales team.

The Solution

Simplus helped Webdam with:

- Customized Quote Documents** Using a mixture of available CPQ options and custom configuration, Simplus was able to create the branded quote documents requested by Webdam. These new documents match corporate-approved branding, while still maintaining future usability.
- Automated Renewals** A combination of workflows, custom fields and custom configuration was designed to automate the renewals process. This automation has reduced renewal creation time by 60%.
- Quote Creation** Using the standard capabilities of Salesforce CPQ, Simplus was able to leverage rules and restrictions to ensure that quotes are reviewed. This replaced the previous manual process, which was time consuming and prone to errors.
- Data Insight** Due to the manual processes, Webdam lacked insight into their sales. Simplus created custom fields to summarize data and roll up to the account level. This provided management with a view into ARR and other key data.

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This was a fantastic implementation of the Salesforce CPQ (Steelbrick) system. Using CPQ was a huge process change for us and I expect our team to easily spend 50% less time in Salesforce because of the product Simplus has built... We look forward to continue working with Simplus and aim to make Salesforce our one source of truth and single point of entry.

- Afshin Bahrami *Sales Operations Analyst*

50%

Reduction in Quote Time

60%

Reduction in Renewal Creation Time