



Leader in Pet Healthcare Services Adapts Faster with GRAX: Accelerated Pipeline Velocity 70% in 18 Months

OLD WAY » Before GRAX

- Unable to tap connected customer device data to fuel pipeline for 2x increase in direct field/inside sales teams
- \$2M+ AWS investment to store their connected customer device data showing little measurable ROI
- Data storage and scalability challenges with integrating connected device data into Pardot, Sales, Service Clouds

NEW WAY » After GRAX

- Created 360° Customer visibility in Salesforce to grow US eCommerce revenue from 0% to 70% of total revenue in less than 18 months
- Tapped all connected device data for 360° visibility and action in Pardot, Sales, Service Clouds
- GRAX Data Hub became communication layer between connected device data and multiple Salesforce and 3rd party (ERP) systems

CUSTOMER STORY DETAILS

BUSINESS CASE

They pivoted to a direct selling model, needing to market/sell to customers based on data streaming from their connected chemistry analysis devices

TECHNICAL NEEDS

- Act on streaming device data across Pardot, Sales, Service Clouds
- Integrate with AWS, Google and 3rd party ERP systems

PRODUCTS

- BACKUP & RESTORE
- TIME MACHINE
- DATA ARCHIVE
- DATA HUB

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