

Implementing Pricing Automation in Salesforce Sales Cloud for an Australian Cybersecurity Organization

HIGHLIGHTS



Automated Dated
Exchange Rates



Provided SaaS
Metrics Reports



Implemented Pricing
Automation

THE CUSTOMER

The customer is an Australian cybersecurity company that helps identify risks during development to reduce security debt, achieve regulatory compliance, and prevent common software vulnerabilities.

THE CONTEXT

The customer, being a Salesforce Sales Cloud user, wanted a customized price calculator and was looking to implement price automation to regulate their currency exchange rates.

They maintained multiple price books and used to add values to calculate the final price manually. Not only was this process time-consuming but was also erroneous.

The customer wanted to sync data from Risk Tracker objects on ChurnZero (a cloud-based customer success management platform) to Salesforce Sales Cloud.

THE OBJECTIVE

The customer wanted to synchronize data from third-party software, ChurnZero, to Salesforce Sales Cloud. In addition to managing customer data and currency exchange rates, they also wanted to calculate the pro-rated pricing according to the type of opportunity and automate discount implementation.

THE SOLUTION

Here's what Team Grazitti did for the customer:

ChurnZero Risk API Integration

We created a custom Object (Risk/ExceptionTracker) and integrated REST with third-party software. We used ChurnZero to obtain all the data from the Risk/Exception Tracker Object in Salesforce.

Dated Exchange Rates Implementation

We used REST APIs to integrate the dated exchange rate with Salesforce to help the customer manage the currency exchange rate without any restrictions. Additionally, to fulfill the objective of receiving updated currency exchange rates on a daily basis, we integrated fixer.io into Salesforce Sales Cloud.

SaaS Metrics Reports

Earlier the customer prepared reports on the InsightSquared platform and as their InsightSquared license expired, we created a Snapshot report. We designed Snapshot reports with a formula field so that the customer could manage and track data according to their needs.

Pricing Automation

We created a custom Object to store the price tiers and get the pricing based on quantity and calculated the prorated pricing for expansion opportunities. To accomplish this, we created QLI subscription terms and applied discounts.

For this, we:

- Implemented Pricing and Quoting Generator for Tiered Pricing
- Automated Pricing for Expands (Pro-rated)
- Incorporated Annual List Price on Quote/Proposal for Prorated Expand Quotes
- Set Up a Separate Discount Matrix for Expanding Deal

THE OUTCOME

The customer now receives foreign exchange rates on time. With ChurnZero Risk API integration, the customer was able to access their risk trackers in the Salesforce Development Cloud account. Furthermore, with timely reports in Salesforce, they were able to manage and track data according to their needs.