CASE STUDY:

MORE WINS, FASTER CLOSES

THE NEED

A mid-sized cybersecurity software company that focused on DevSecOps wanted to improve their presales process and POC management to achieve rapid revenue growth goals.

THE SOLUTION

They adopted Homerun to manage better their presales evaluations in order to close more deals and close them faster.

The presales team leveraged Homerun's opportunity and POC management features.

They reduced the day-to-day chaos of juggling multiple deals, reduced the number of tools they used throughout the day, and reduced the switching-costs of moving between those tools to build and execute evaluation plans, take notes, and track action items.

THE RESULTS

Homerun enabled the team to be more effective and efficient. Using Homerun, they increased the overall win rate by 15% (from 50% to 65%) while decreasing evaluation durations by 16% (14 days).

↑ **15%** More Wins

↑ **16%** Faster Closes

SUMMARY

With deal sizes ranging from 5- to 6-figures, Homerun has had a major impact on both individual contributor efficiencies (being able to handle more deals with the same headcount) and overall company financial performance (contributing directly to top-line revenues).