

## CASE STUDY

# Honeycomb accelerates cloud marketplace success with Clazar

**100%**

AWS opportunity approval rate

**2X**

APN opportunities submitted

## ABOUT HONEYCOMB

Honeycomb, a leading observability platform, empowers engineering teams to understand complex, distributed systems enabling them to pinpoint both the cause of problems and the specific users affected.

## CHALLENGES

Cloud marketplaces represented a strategic revenue channel for Honeycomb, with partner-influenced opportunities generating over half of the company's sales pipeline. However, their **manual process** of entering opportunities into the ACE portal was:



Time-consuming and error-prone



Requiring sales reps to navigate multiple platforms



Limiting scalability of AWS Marketplace operations

## SOLUTION

Honeycomb implemented **Clazar's Salesforce ACE-CRM integration** which helped them streamline cloud marketplace operations by:

- **Automating opportunity creation:** The system now automatically generates co-sell opportunities based on custom triggers directly from Honeycomb's Salesforce environment, eliminating manual data entry.
- **Enhancing pipeline visibility:** A bidirectional sync between Salesforce and ACE provides real-time insights into Honeycomb's AWS opportunity pipeline, enabling better decision-making and forecasting.
- **Streamlining private offers:** Sales teams can now create private offers directly from Salesforce with just a few clicks, significantly reducing time and effort.
- **Intelligent data enrichment:** The platform automatically enriches data when creating private offers and co-sell opportunities, ensuring accuracy and completeness.
- **Centralizing operations:** By integrating with existing systems, Clazar eliminated the need for sales reps to juggle multiple platforms, creating a single source of truth.

With Clazar, Honeycomb transformed its cloud marketplace operations from a manual, time-consuming process to an efficient, automated system primed for scalability and growth.

## RESULTS

The implementation of Clazar's solution yielded impressive results across four key areas:

### 1. Accelerated private offer creation:

- Sales representatives can now create offers directly from Salesforce in just a few clicks.
- This streamlined process drove wider adoption of the channel across the sales team.

### 2. Perfect opportunity approval rate:

- Achieved 100% opportunity approval rate from AWS.
- Attributed to more accurate and consistent data flowing automatically from Salesforce to marketplace opportunities.

### 3. Dramatic increase in APN submissions:

- Doubled the number of APN opportunity submissions within just 11 days of implementation.

### 4. Enhanced pipeline visibility:

- Gained comprehensive insights into the co-sell pipeline through Clazar's analytics.
- Enabled more effective management and tracking of AWS Marketplace performance.



### George Miranda

Senior Director of Ecosystems & Partnerships

*"We now have the scalable solution we need to meet our goals. Clazar was the right solution at the right time to support the kind of growth we're going to see in the future."*

By leveraging Clazar's Cloud Sales Acceleration platform, Honeycomb has positioned itself for accelerated growth on AWS through both marketplace and co-selling initiatives. The company is now poised to expand its success to other cloud platforms, demonstrating the transformative power of streamlined, automated cloud marketplace operations.

Ready to transform your cloud sales strategy?

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