

CASE STUDY

Rootly migrated its cloud sales operations to Clazar for automated co-sell submission and accurate revenue recognition

Zero downtime

during porting

100% active deals

submitted to ACE

ABOUT ROOTLY

Rootly is a modern, AI-powered on-call and incident management solution that allows enterprises to automate and consolidate their incident response process under one roof. Trusted by hundreds of leading companies, including NVIDIA, Squarespace, Canva, Grammarly, Elastic, TripAdvisor, and Figma, Rootly simplifies on-call and incident management for teams of all sizes.

CHALLENGES

Cloud marketplaces, especially AWS, are key channels for Rootly to grow revenue. They allow Rootly's sales organization to tap into pre-committed budgets while reducing friction and administrative burdens (in terms of legal and procurement time as well as costs) from the sales cycle to close larger deals faster.

Manual co-sell opportunity creation was not scalable

They wanted to grow their co-sell pipeline and could not rely on manually entering every opportunity into the

ACE portal. They were looking for an automated and accurate way to submit ACE opportunities.

Lack of support and partnership from existing vendor

Rootly was working with another tool to accomplish the above. However, they soon found that the partnership and support they received from them were lacking, hindering their ability to effectively scale their presence on the marketplace.

Furthermore, Rootly's team found it challenging to recognize revenue as the data was not readily available on their current platform.



Liza Dukhova

Revenue Operations Manager

"Before Clazar, we worked with another established player but never got the proper guidance or support when needed. Clazar has been a lifesaver for us in setting up and making marketplace and co-sell operations easy both on the sales and finance sides"

SOLUTION

Rootly ported its listing and marketplace operations from its existing vendor to Clazar's Cloud Sales Acceleration Platform. Clazar's implementation experts worked alongside Rootly's team to migrate its entire marketplace data, including listings, offers, and contracts, while ensuring seamless continuity for its buyers with zero downtime. Rootly also implemented the Clazar Salesforce ACE-CRM integration to double down on co-sell opportunity submissions to AWS. Clazar's auto-create functionality allowed Rootly to:

1. Create AWS co-sell opportunities automatically based on custom triggers.
2. Gain better visibility and insights into every co-sell opportunity directly from within SFDC through bidirectional sync between SFDC and ACE portal.
3. Get notified in real-time with updates on every co-sell deal as it moves through the funnel.



Andre King

Director of Sales

"Clazar has been a game-changer for Rootly. The seamless migration and integration process, coupled with the powerful automation capabilities of their Cloud Sales Acceleration platform, have unlocked significant growth opportunities for us. The Clazar team has been incredibly helpful and responsive throughout the entire process."

RESULTS

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

1. **Faster private offer creation:** Rootly's team was able to seamlessly create private offers in a few minutes directly from SFDC.
2. **Significant increase in co-sell opportunity submissions:** Rootly scaled co-sell opportunity creation from single-digit ACE opportunities a month to triple-digit opportunities a month, without any manual intervention, ensuring 100% coverage on all active deals
3. **Accurate revenue recognition:** Rootly leveraged Clazar's co-sell analytics to accurately recognize and reconcile revenue disbursements.

With Clazar's Cloud Sales Acceleration platform, Rootly can drive further growth on the AWS marketplace and through co-selling initiatives and explore opportunities on other cloud platforms.

Ready to transform your cloud sales strategy?

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