

Supply Chain SaaS Company Achieves 100%+ CAGR over 2 Years

ayeQ Methodology and Consulting Services Enable Strategic Sale
of Company 1 Year Earlier than Planned



GOAL → Increase acquisition multiple with predictable, accelerated growth

BACKGROUND

Verian had developed a purchase-to-pay solution through their years as a consulting business. Newer competitive solutions were entering the market, and they were experiencing sporadic YoY growth. They had successfully transitioned their platform to the cloud, and they had a strong base of loyal customers. However, they needed to get to a predictable, stable annual growth rate to be in a strong position for a strategic acquisition. Verian's leadership was ready to sell the business within 3 years.

SOLUTION

The Verian leadership team partnered with ayeQ strategists to establish their go-to-market strategy and build a lead generation engine that would get to a more predictable, sustained growth rate.

ayeQ's consultants worked with Verian leadership to create a comprehensive strategic plan for growth. The plan included new thought leadership for Verian that enhanced their reputation among the analyst community, and made them more visible in the market.

The ayeQ creative team developed new branding, a new website, new collateral, sales presentations, and sales enablement tools. The ayeQ product team repackaged Verian solutions, redesigned the Procure-to-Pay SaaS interface, and created a strategic roadmap for product development based on market strategy.

ayeQ consultants defined the marketing to sales process, established an inside sales team, and configured the entire process within their Salesforce.com CRM. ayeQ implemented the Pardot marketing automation system, and overlaid the ayeQ bookings model onto those systems. This gave Verian complete visibility into marketing and sales performance across their entire pipeline.

NEEDS

- Get control and predictability in sales performance
 - Grow number and value of new opportunities in pipeline
 - Deliver 100%+ bookings growth
 - Sell the company within 3 years
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- ✓ Rebranded and repackaged Verian solutions
 - ✓ Created strategic growth plan validated by analyst community
 - ✓ Implemented a collaborative marketing to inside sales to sales process
 - ✓ Leveraged ayeQ's bookings modeling and reporting to predict performance
 - ✓ Executed thought leadership and lead generation campaigns to accelerate growth



“The predictability of our revenue was transformed. We moved from a “work and hope” approach to a data-driven, evidence-based approach.” – Eric Wilson, Verian COO

RESULTS

The strategic plan developed with ayeQ strategists earned Verian a “Visionary” position on the Gartner Magic Quadrant for Procure-to-Pay vendors. The new lead generation campaigns, coupled with their new thought leadership campaigns and analyst validation, supported accelerated opportunity growth. Lead generation tripled consistently quarter over quarter.

In addition, ayeQ reporting and performance monitoring allowed Verian to get to predictable bookings performance, hitting their goals within 2% of target. They were able to post consistent 100+% bookings growth over the 2 years working with ayeQ teams.

These results were the foundation of a successful strategic acquisition by Basware after 2 years, on a goal of 3 years.

- ✓ 100%+ growth in annual bookings (ARR) YoY
- ✓ 300%+ growth in lead generation QoQ
- ✓ “Visionary” position on Gartner Magic Quadrant
- ✓ New SaaS solution UI and UX
- ✓ New industry-specific solution packaging



About ayeQ

ayeQ is a SaaS software company that defines a new market space for Strategy Automation. Led by veteran marketing and sales leaders with highly technical backgrounds, the ayeQ platform brings together decades of successful strategy methods into a scalable platform to guide B2B companies towards creating and executing successful growth strategies. ayeQ customers consistently outpace their competitors in gaining market share while operating in a constrained-resource environment.