

SUCCESS STORY

Labster- Establishing Salesforce Sales Cloud with Integrations



CHALLENGE

Labster partnered with StreamForce on an ambitious initiative to streamline and modernize its sales operations. The project centered around the deployment of a new Salesforce instance, migrating data from the legacy system and CSI, and implementing both Salesforce Sales Cloud and Revenue Cloud to optimize sales processes. Key integrations were also established, including DocuSign for eSignatures, NetSuite for billing, and Salesforce Revenue Intelligence for advanced reporting. A major focus was preserving CSI's licensing functionality through direct Salesforce integration, while also aiming to significantly reduce costs by replacing Gainsight, their existing Customer Experience platform. The initiative addressed several pressing challenges, including a legacy Salesforce org burdened with technical debt, fragmented data across multiple systems requiring cohesive integration, the need for a more cost-effective Customer Success solution, and a complex sales process in need of simplification. Core technologies in the project included Salesforce Sales and Revenue Cloud, CSI, UbiSim, DocuSign, NetSuite, Revenue Intelligence, and Workato.

Labster is an innovation, interactive platform that provides virtual science labs, enabling students to engage in realistic experiments and simulations. Designed to enhance STEM education, Labster offers an immersive learning experience that allows users to explore complex scientific concepts in a virtual environment. With a wide range of subjects such as biology, chemistry, physics, and environmental science, Labster's simulations provide a hands-on approach to learning without the need for physical lab equipment. It is used by schools, universities, and institutions around the world to enhance curriculum, foster curiosity, and offer a safe, accessible alternative to traditional lab work.

Copenhagen, Denmark,
251-500 Employees
Education

SOLUTIONS

To address Labster's challenges, StreamForce Solutions developed a new Salesforce instance with a unified and streamlined sales process. An iPaaS integration was implemented to connect the data warehouse, custom licensing systems, and Salesforce, ensuring seamless data flow across platforms. To eliminate the ongoing costs associated with Gainsight, StreamForce also built a custom Customer Success module directly within Salesforce. Additionally, integrations with DocuSign and NetSuite were established, enabling a fully automated and efficient quote-to-cash process.

RESULTS

Labster achieved significant operational improvements through its partnership with StreamForce Solutions. The sales cycle was dramatically accelerated by automating key processes such as contract generation, eSignatures, and invoicing, reducing quote-to-cash time from days to minutes. Licensing provisioning through CSI was also automated based on contract terms, eliminating manual tasks and minimizing errors. By establishing a unified Salesforce-driven system architecture, Labster now benefits from a single source of truth, with real-time data flowing seamlessly across platforms like NetSuite, CSI, and the company's data warehouse. In addition, StreamForce replaced Labster's costly Gainsight platform with a custom-built Customer Success module within Salesforce, delivering substantial cost savings. Enhanced reporting and forecasting capabilities were made possible through the implementation of Salesforce Revenue Intelligence, giving leadership deeper visibility into pipeline performance and customer engagement. Seamless integrations with tools like DocuSign, NetSuite, and Workato further streamlined the end-to-end sales and revenue process, enabling greater efficiency and scalability across the organization.

AT A GLANCE

Benefits

- Reduced sales process time with automated contract generation and invoicing
- Simplified licensing by automating it based on contract terms
- Centralized data architecture enabled one-time data entry and unified reporting
- Replaced Gainsight with a custom Customer Success solution, eliminating platform costs

Challenges

- Legacy Org with heavy technical debt
- Data warehouse needs with integrations across several systems
- Needed a replacement solution for existing Customer Success due to existing costs
- Complex sales process needing simplification

SERVICE PROVIDED

- Implementation and configuration of Salesforce CPQ
- Integration with Labster's custom license systems.
- Integration with a data warehouse
- Configuration of Revenue Intelligence for reporting.
- Integration with DocuSign for automated quote delivery.
- Integration with NetSuite for automated invoicing.
- Data migration from legacy Salesforce quoting configuration.
- Salesforce Health Check
- Maintenance and Support

ABOUT STREAMFORCE SOLUTIONS

At StreamForce Solutions, we empower organizations to achieve growth through innovative technology solutions and expert guidance. Our team of digital transformation specialists has extensive experience across various sectors, including SaaS, High-tech, Private Equity, Education, Healthcare, Manufacturing, Finance, HR & Payroll, Retail, and Automotive.

We deliver tailored solutions to meet unique client challenges, focusing on value creation, business process standardization, systems optimization, and robust Go-to-Market tech stacks. Our services span engineering, cloud transformation, and product development, leveraging the latest technologies and frameworks, including Generative AI. We enable hyper-automation and provide strategic AI proof of concepts and labs to showcase value. With a global delivery model and over 120 certifications, we ensure top-quality service and support.

