

# Appgate Switches to DealHub CPQ for More Agile Sales

Appgate brings together a set of differentiated cloud- and hybrid-ready security and analytics products and services. With the growth of remote working during and after the pandemic, the demand for secure connections and Appgate's SDP product was on the rise.

Appgate experienced hyper-growth and needed to scale to meet demand. Team Appgate was seeking a CPQ solution that would seamlessly integrate with their Salesforce CRM environment, and the right sales stack to deliver optimized buyer-seller experiences.

## Key Challenges

### Lack of Transparency

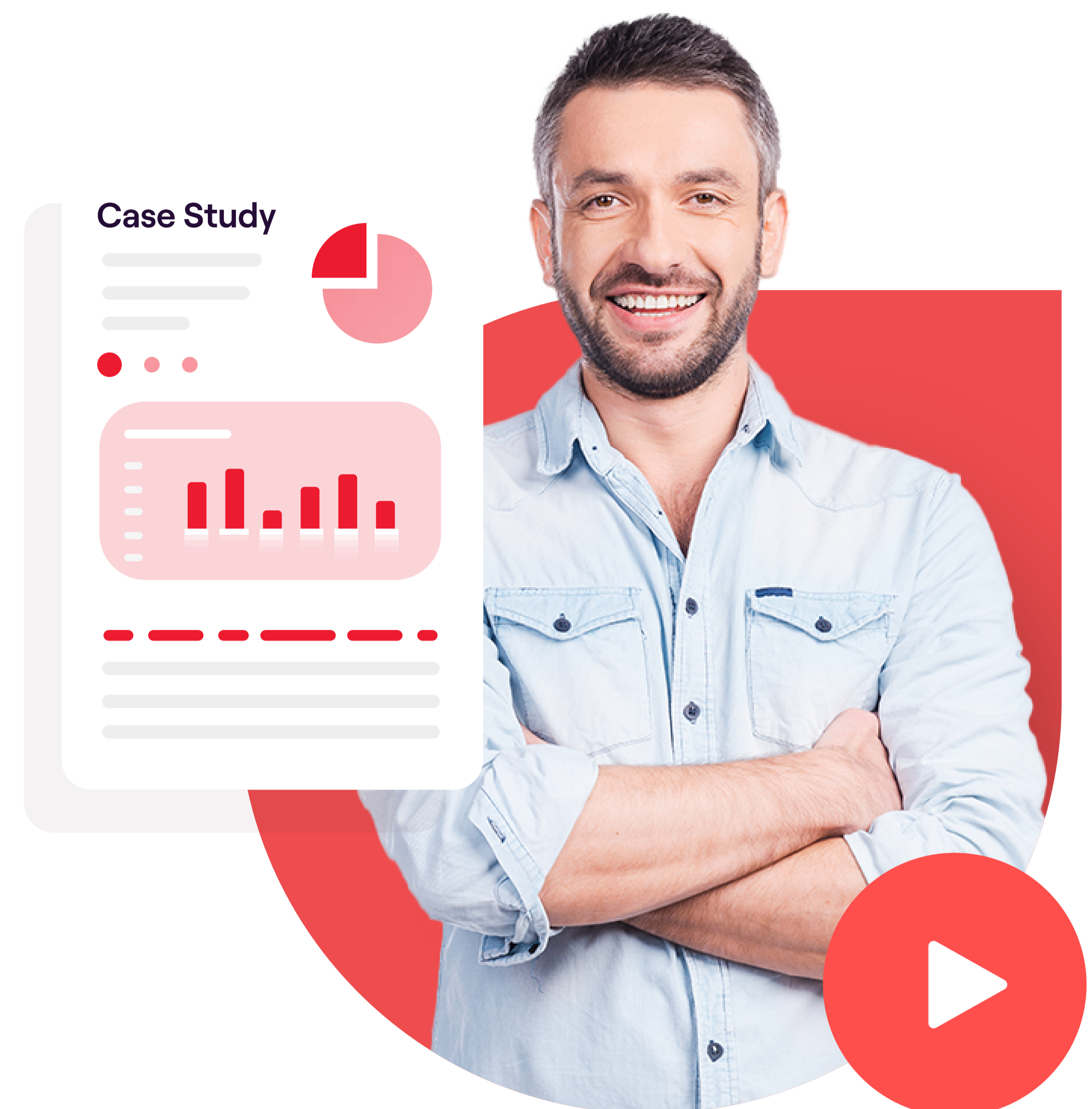
Using Salesforce CPQ, Appgate's quote creating process was difficult to control and oversee. There was no transparency around quote approval. An Appgate sales rep would submit the quote and just wait, not knowing what stage the process was at, and who to follow up with. Appgate also had a dependency on Salesforce developers anytime that changes or updates were needed.

### Cumbersome Process

Whenever changes to pricing or product offering were necessary, team Appgate was required to manually change the layout on a PDF quote. This included scoping and evaluating the change, and handing it over to the Salesforce team. This left Appgate out of the loop regarding the update they required. Something as simple as adding a product could take more than a month. This made it very difficult to move fast and stay agile in a demanding market.

### Fragmented Approval Workflows

The entire quote process was littered with friction points, the approval workflow process ranged from hours to days because the lack of transparency made it difficult to manage. Any legal or pricing changes required extracting the PDF out of the system and relying on Legal to edit the document.



## Solutions Used



CPQ



Document Generation



Subscription Management



“The feedback that we get from new reps that come in from other large and small organizations is this is the best quoting tool they've ever seen hands down.”



**Ryan McDermott**

Senior Director of Sales Operations

## About Appgate

Appgate is a secure access company, providing solutions built on Zero Trust security principles. They help organizations enable fast, simple and secure connections from any device and location to workloads across any IT infrastructure in cloud, on-premises, and hybrid environments.



There was a lot of back and forth correspondence and various versions circulating at any given time. Approvals were done offline and weren't trackable. This often led to sales reps at Appgate to work outside the CPQ solution to meet their quote targets. The tradeoff between governance and performance was counterproductive to effective revenue growth.

## Solution

### Leaving Salesforce CPQ for DealHub CPQ

The RevOps team at Appgate realized they needed to make a change. They conducted an internal technology review process to re-evaluate existing tools, and ranked Salesforce CPQ vs DealHub CPQ. This initiative was driven by the desire to make Appgate a great place to be in sales, encompassing people, processes, and technology.

## Results

### Ease-of-Governance and Use

Using DealHub CPQ, Appgate Revenue Operations are now able to be fully involved in the process and ensure best-practices were being followed. This removed any dependency on third parties for changes and significantly reduced operating costs.

### Reduction in Approval Workflow Turnaround Time

With Dealhub, Appgate reduced approval workflow turnaround to **minutes** instead of **days**. resulting in improved sales process efficiency as well as improved customer experience. Friction periods like end of quarter were normalized through a streamlined process.

### Seamless CPQ and Subscription Management Process

Using DealHub, the large teams at Appgate are now able to quickly react to customer needs. Whether rolling out a new promotional pricing or a new product, they can make adjustments or changes in minutes. With DealHub, sales reps are also able to complete renewals and expansions at the same time.

### Faster New-hire RAMP with Guided Selling

Following Appgate's concentrated hyper-growth, its continued success relied on systems, tools, and processes that enabled fast onboarding. The guided flow in DealHub's dynamic Playbook, made the process very intuitive and quick to adopt, setting sales reps up for success.

**See what DealHub  
can do for you!**

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