

CASE STUDY

DAT Solutions Develops Lead to Cash Process to Increase Efficiency and Optimize Sales Pipeline

DAT Solutions (DAT) operates the largest truckload freight marketplace in North America. Transportation brokers, carriers, news organizations, and industry analysts rely on DAT for market trends and data insights derived from 249 million freight matches and a database of \$110 billion of aggregate market transactions.

Challenge: An Outdated Legacy System Inhibited Growth

Every day, transportation professionals depend on DAT to help their businesses operate more efficiently and increase profitability. In order to maintain their competitive advantage, DAT recognized areas in their business operations software that could be improved. The organization has been operating for 40+ years and used Siebel for over 20 years. As a result, entrenched business processes inhibited the company's ability to evolve and drive growth. For example, DAT's legacy system did not have the flexibility and scalability needed for their Lead to Cash process to adapt to changing market conditions or the development of new lines of business. This issue was exacerbated as the company grew, and the IT team struggled to support an outdated legacy technology stack that had limited capabilities, crashed frequently, and required significant maintenance costs.

Solution: A Multi-Cloud Integration to Redesign the Sales Process

DAT partnered with Acumen Solutions to design and build a complete cloud-based Lead to Cash system that would be integrated with DAT's existing ERP system. Additionally, Acumen Solutions conducted a data migration from DAT's legacy system to retire those systems and adopt the new Lead to Cash process within the Salesforce environment. Alongside the technical solutions, the project also required a critical change management component. As a number of DAT's staff had been with the company for over 20 years, it was important for the Acumen Solutions team to seamlessly carry out change management to drive adoption of the application.



16+

YEARS WORKING
WITH SALESFORCE



4.9/5

CUSTOMER
SATISFACTION RATING



2,200+

SUCCESSFUL
ENTERPRISE PROJECTS



600+

SALES CLOUD &
CPQ CONSULTANTS

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To help DAT overcome these costly and time-consuming obstacles, Acumen Solutions assembled a highly skilled team of architects with experience across the entire Salesforce platform. The team redesigned a complete end-to-end sales process to help DAT convert its complex billing requirements to move to Salesforce.

The two-year project leveraged the following applications and modules:

- Marketing Cloud
- Sales Cloud
- Salesforce CPQ/Billing
- Service Cloud
- Siebel Data Migration/Retirement

Results: A Streamlined Lead to Cash System and an Optimized Sales Pipeline

As a result of the implementation, DAT was able to retire their legacy on-premise technology stack and move to a scalable SaaS environment in Salesforce. This included a complete Lead to Cash system with lead capture and conversion through Marketing Cloud, an updated sales process, a full CPQ process, and a robust billing system designed to meet DAT's needs. The new solutions dramatically reduced challenges DAT teams faced across the organization, and simplified the process of onboarding resources to their sales and services teams. Moving forward, DAT has the tools necessary to optimize their sales pipeline, increase profitability, and enhance the experience provided to transportation professionals around the world.

Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our team of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. Fortune 500 companies trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions for government and not for profit clients streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.

To learn more, reach out to us at: contact@acumensolutions.com.