

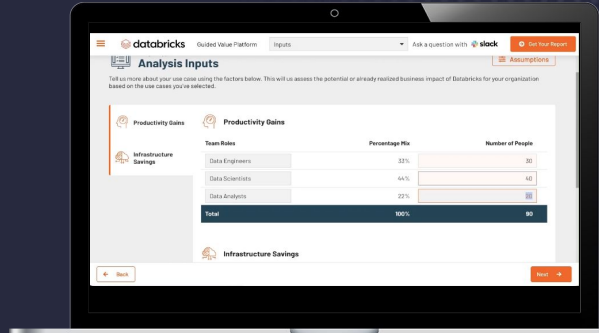


databricks

Databricks wins 6x more with Mediafly

Value tools effortlessly quantify projected and realized value

Databricks provides a single platform for all your data, analytics, and AI. The company's Value Acceleration team sought to create a value consulting practice using experts and self-service to support and scale their consumption business.



[SEE THE SOLUTION](#)

The Challenge

Unlike SaaS or subscription models, Databricks' pricing is consumption-based. The more customer use it, the more they spend. That makes the ability to articulate value critical to ensuring new use cases get funding to purchase and deploy the platform.

To enable its go-to-market (GTM) teams to communicate value at every touchpoint along the customer journey, Databricks sought to create and scale a value consulting practice supporting all GTM activities with new and established customers.

To ensure success and scale, Doug May, VP, Global Value Acceleration at Databricks, and his team needed an easy-to-use platform to enable Sales and Customer Success to quickly and effortlessly quantify projected and realized value.

587.5%

Increase in win rate when using the tool

80%

Sales adoption

Improved pre- and post-sale engagement

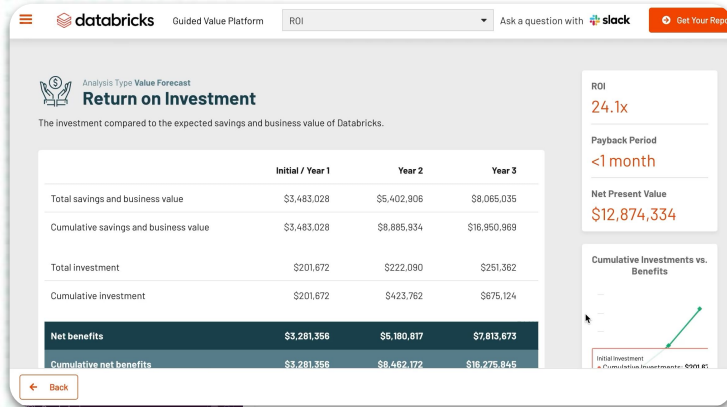
"Having value-led conversations with highly technical users and buyers is very hard. By partnering with Mediafly, we make those conversations easier for our GTM teams and the resulting business cases simple to build."

Doug May, Vice President, Value Acceleration, Databricks

The Solution

Databricks deployed Mediafly Value360 to prove the potential business value to buyers and accelerate value realization for customers.

May previously engaged Mediafly to build out a value acceleration practice at Splunk with great success. So, when it came time to develop Databricks' value program, he knew who could help.



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DOUG MAY
VP, Value Acceleration
Databricks

“Give your team powerful tools like Mediafly with simple, digestible user interfaces that are easy to get behind. It will increase value self-service adoption, make your life easier, and drive more business value into your customer relationships.” said May.

The Databricks team worked with Mediafly, enlisting a combination of broad value consultancy and the Value360 platform to develop:

- Top-down buy-in & overall C-suite alignment on the importance of value
- Earlier, easier and more enthusiastic adoption thanks to a simple UI
- Powerful value storytelling capabilities empowering multiple customer-facing areas of the organization
- Proof of success in the post-sale stage with compelling stories and numbers that speak for themselves
- Belief and trust in the presale stage, offering customers a sense of confidence and empowerment over decisions

Drive Confident Buying Decisions with Mediafly

Mediafly Value360 is the leading value selling solution for B2B teams.

Accelerate pipeline, reduce discounting, and communicate value at every stage.

Get a personalized demo of Mediafly Value360.

[LEARN MORE](#)