

## Case Study

# nOps and Labra OppSync - A Cross-Platform Integration Success

## About nOps

nOps is a Cloud agnostic event-driven Cloud data platform. nOps allows companies to automate mitigation and recurrence of cost, security, governance, and compliance. nOps provides AI-powered SaaS solutions that help companies build, manage, and operate cloud-native, well-architected infrastructures from both Microsoft Azure or AWS. With several competencies in its technical arsenal, nOps makes cloud management easier for companies, with a focus on rapid growth and operational excellence.

## Difficulties in Managing Sales Data

nOps is a fast-growing independent software vendor (ISV) that uses Salesforce CRM and the AWS partner organization's pipeline manager, called the AWS Customer Engagement Platform (ACE) to track and manage sales opportunities—manually updating leads between the two systems. With constant co-selling growth, it soon became untenable for nOps to maintain an accurate, steady exchange of leads and opportunities between the two sales pipelines.

AWS provides ACE as value-add for their co-sellers, but changing complexity on both ends turns this benefit into a challenge in reality. ACE is of huge value to co-sellers, and all ISVs like nOps must use ACE to co-sell with AWS. The problem is they now have two CRMs to keep synchronised -- their Salesforce and AWS ACE.

The daily drag of keeping opportunities synchronized is felt especially in a fast-growing independent software vendor (ISV) like nOps. The weekly sales meeting reveals a gap between the promise and reality of AWS co-selling. And as demand increases the pain escalates and the gap widens. So what did nOps do about it?

Unlike some partners who give up in frustration, nOps decided to try and build their own, but they knew CRM integration isn't their core competency and was a distraction from their growth business. That's why they chose Labra OppSync unblock their pipeline, unlock the value of ACE, and increase the flow of their AWS co-sell pipeline.

## The Labra Solution

To overcome the inherent challenges of sales data management, Ibexlabs implemented Labra OppSync to integrate nOps' sales data from their Salesforce CRM with the AWS Customer Engagement platform. Labra OppSync is an elegant, automated SaaS solution for bi-directional integration of data between two sales pipelines. Here, the implementation process of Labra OppSync was painless and required minimal involvement from nOps IT. Moreover, it was completed within days.

With this welcome integration, nOps Sales now has a single source of truth with updates in near real-time. Labra OppSync provides a dashboard to visualize the data as it flows through the different stages of the sales cycle, adding confidence to the process.

### Outcomes

With the implementation of Labra OppSync, nOps can quickly drive sales opportunities forward through a streamlined sales process.

- Manual intervention to fetch and update sales data from the CRM is removed.
- Bi-directional sync keeps AWS and nOps up to date on leads and opportunities.
- With near real-time syncing of leads, the nOps sales team can take the right action at the right time.
- Duplication of sales data is eliminated.
- With a comprehensive view of the sales funnel, nOps can accelerate co-selling with AWS—further strengthening the relationship.
- Automation allows nOps to focus on other important tasks rather than worry about maintenance and integration failures.
- With the Labra OppSync rule engine, nOps can map the data and visualize it on their Salesforce CRM.
- Labra OppSync takes care of changes in regulation and policies happening on the AWS side, reducing management overhead.



"With our playbook with the AWS Ecosystem being such a big part of our growth of pipeline, it became more difficult for our Alliance Manager to keep things approved, updated, and launched. We worked with AWS on the custom integration but keeping it up and working was difficult with a very agile team. When we implemented Labra OppSync we were able to allow each team member to manage their own deals and increase the visibility to the AWS teams on the progress of the deals. This allowed them to gain even more confidence in nOps and increase the AWS-initiated deals."

**Tobey Amy**

**Director of Sales, nOps**

## About Labra

Labra is building a unique cloud marketplace co-sell intelligence platform. The first release of this platform includes Labra OppSync, a Sales Pipeline Integration Management system that eliminates the sales pipeline drag factors that damage marketplace sales growth, while improving co-sell capability and intelligence. The Labra platform is transforming the go-to-market of SaaS, ISV, and Consulting partners to power their growth and meet their customers in the cloud marketplaces. Learn more about Labra at [www.labra.io](http://www.labra.io).

