decisionlink
CUSTOMER VALUE MANAGEMENT

VALUE REALIZATION REPORT

CROWDSTRIKE

2020

❯ EXECUTIVE SUMMARY

Total Value Realized: **$189 Million**
**Revenue Influenced by
Business Value Assessments (BVAs)**

ECONOMIC IMPACT BY CATEGORY:

No. of Wins with BVA:
~900

"Customer Value Management is the cornerstone of CrowdStrike's engagement with our prospects and customers. We believe great customer engagements start with our ability to establish and communicate our value proposition, and ValueCloud® has enabled us to do so at scale and has helped us to establish customers for life."

GEORGE KURTZ
President, CEO and
Co-Founder, CrowdStrike

ABOUT CROWDSTRIKE

CrowdStrike is a leading cybersecurity company protecting customers from all cyber threats by leveraging its CrowdStrike Falcon® platform to stop breaches. Founded in 2011 and guided by President, CEO and Co-Founder George Kurtz's vision, CrowdStrike was created as a different kind of cybersecurity company. CrowdStrike's cloud-native approach immediately brought a threat perspective with effectiveness, scalability, and flexibility never seen before in the industry. By seamlessly aligning people, technology, and processes, the CrowdStrike Falcon platform has revolutionized enterprise security by leveraging sophisticated techniques like behavioral analysis and AI. Mike Carpenter serves as President of Global Sales and Field Operations and is responsible for expanding CrowdStrike's global sales footprint, customer acquisition, sales enablement, and the company's partner program.

CROWDSTRIKE

COMPANY PROFILE

Industry: Cybersecurity

Location: Sunnyvale, CA

Number of Employees: 3,394

Annual Revenue: $874M

As of 1/31/21

> "One of the most important things for us to figure out was how we could maintain and even grow sales in a time when we could no longer work on relationships and be out there selling." We had to transform and reinvent ourselves quickly, and raise our game by providing credible Business Value Assessments to drive a brand new type of relationship with our customers."
>
> **MIKE CARPENTER**
> President of Global Sales and Field Operations

Sales Challenges

Security software, hardware, or processes have always been a complicated sale. It is difficult to convince people to spend precious budget dollars to forestall the potential of bad things happening. Investments in mitigating risk lack the immediately visible end-user impact of other IT expenditures. Add to that the fact that businesses today are inundated with security information and find it challenging to effectively differentiate between vendors, and many companies find themselves in a state of analysis paralysis that makes overcoming the security status quo challenging.

Recent events have made it more difficult to have the kind of in-person relationship-building conversations that help build the trust and conviction to make security investments a priority. It has also caused a general reluctance on the part of executives to approve investments without a clearly articulated business case supported by economic impacts inclusive of hard and soft costs. So, not only do you have to beat your competitors who may be offering a comparable solution, you also have to win against all of the other internal proposals that are vying for funding within a limited budget.

Since its inception, CrowdStrike has seen value as a guiding principle in its selling approach. To further operationalize this focus, CrowdStrike established a Business Value Team, now led by Daisha Chung, Director, Global Business Value and Strategy, to drive value initiatives internally. The DecisionLink's ValueCloud® Customer Value Management platform was selected as an essential tool to help the sales team highlight value and rapidly grow the business.

"Our challenge was the question: will a cybersecurity investment just bring value to the person sitting in the computer room, or can it help in the company's overall challenges and drive growth?" said Mike Carpenter, President of Global Sales and Field Operations. "We needed to better align the value and who we're bringing that value to over the complete project lifecycle. We had to find a way to help customers understand the financial return at project initiation, as well as show the actual business value realization at six months out, and on an ongoing basis."

3 VALUE INITIATIVES
to Impact the Bottom Line

CrowdStrike focused on three key initiatives to ensure value realization from the introduction of Business Value Assessments into its sales motion.

1.

Business Value Automation

CrowdStrike chose DecisionLink's ValueCloud® solution to enable the field sales organization to easily create and leverage completely customized and branded value analyses into their deal cycles. ValueCloud® empowers companies to automate value proposition creation, and last year, CrowdStrike sales reps were able to self-generate **more than 2,000 value propositions**. With automation, value cases can be modeled and calculated for many more inbound bookings.

2.

Business Value Empowerment

CrowdStrike's sales team is able to leverage financial details accessed via ValueCloud® to pursue prospects. Now that sales reps "know their numbers" more than ever, they are treated by prospects as trusted advisors. This has definitively elevated the conversation beyond simple transactional selling to corporate-level strategic advancement.

3.

Business Value Realization

According to a recent Gartner Peer Insights report, CrowdStrike has the highest customer satisfaction rating among all vendors included[1], and value has played a key role in creating and sustaining happy customer relationships. CrowdStrike's Business Value Realization program is an industry-leading initiative to drive higher renewal rates, expand cross-sell/upsell opportunities, and provide customers with an unmatched experience that increases trust and brand loyalty.

1 Gartner Peer Insights 'Voice of the Customer': Endpoint Detection and Response Solutions, Published 1 May 2020 - ID G00467579

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BUSINESS VALUE AUTOMATION

Makes Sellers More Productive — and More Successful

Value plays an integral role in the company's commitment to elevate selling proficiency for CrowdStrike's rapidly growing sales team. To scale these efforts, automation has been essential. With ValueCloud®, every one of the sales reps has the ability to generate a Business Value Assessment at their fingertips, regardless of their financial acumen. They do not need to go to a separate value team or struggle with non-scalable tools like Excel spreadsheets to create BVAs.

"The DecisionLink solution continues to evolve with our needs and offers insights gathered from stakeholders with experience growing value programs," explains Mike Carpenter. "Their platform is user-friendly and our sellers can quickly leverage the tools without a lot of training. Plus, the reports and graphs produced by the software are easy for sellers to understand and discuss with prospects."

> **VALUE REALIZATION IMPACT**

CrowdStrike's reps have self-generated more than 2,000 value propositions using ValueCloud®. Instead of just the largest or most prominent deals, through automation, the company can attach value cases to many more of their inbound bookings.

Revenue Influence

$189M

Business Value Assessments have been leveraged in some capacity to influence $189M in revenue (**140% YoY increase**).

Deals Closed

~900

In total, CrowdStrike has closed nearly 900 deals in which Business Value Assessments were created and leveraged in the sales process. (**82% YoY increase**).

BUSINESS VALUE EMPOWERMENT

Positions CrowdStrike's Sales Team as Strategic, Trusted Advisors

While value selling is nothing new, the urgency to leverage value throughout the sales cycle has never been greater. Digital selling requires a different way of relating with prospects across the buyer journey, and makes achieving that coveted "trusted advisor" status more challenging when you often can't sit across the table from prospects and look them in the eye.

By establishing and communicating value early and often throughout the sales cycle using BVAs, CrowdStrike sales reps have overcome digital selling obstacles faced by competitors and built trust based on something real: quantified business value. That trust deepens even further as customer success can report on the actual value achieved via Business Value Realization (BVR) reports (see next page).

"One of the nice things with Business Value Assessments is that you have touchpoints across the entire continuum— from pre-sales, to implementation, to expansion." notes Carpenter. "When you are invited into discussions about change management and to look at current processes against new processes, you are building a unique rapport. You're being consulted as a trusted advisor because the customer knows you can bring in quantitative, hard- and soft-cost savings."
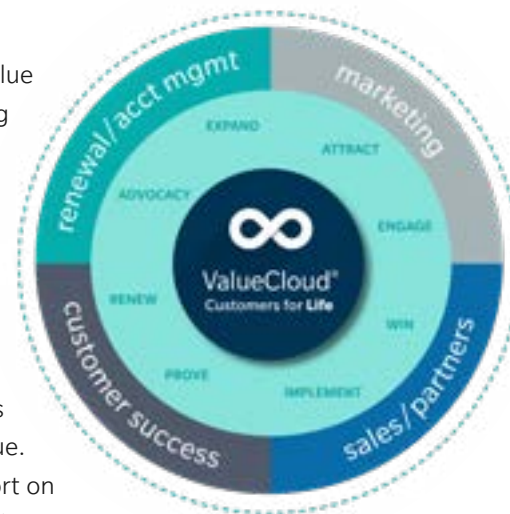
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MIKE CARPENTER
President of Global Sales and Field Operations

BUSINESS VALUE REALIZATION

Creates Customers for Life

By leveraging ValueCloud®, CrowdStrike's marketing, sales, business value and customer success teams are well on their way to winning customers for life. Delivering Business Value Realizations has been a game changer for tracking actual value realized by customers and communicating that value at regular intervals. CrowdStrike uses BVRs as a partnership health check and as a way to hold themselves accountable to promises made in the BVA before deal close. This level of commitment is an essential part of becoming a trusted advisor and a true partner with its customers.

In addition to achieving incredible results in terms of customer renewals and net-new cross-sell/upsell opportunities, the Business Value Realizations have also resulted in a number of highly beneficial soft benefits that increase customer lifetime value.

"Customer lifetime value is going to be how Chief Revenue Officers (CROs) are being measured in the very near future. It's not just about the initial sale anymore. It's the "stickiness," measured by the retention rate," adds Carpenter.

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MIKE CARPENTER
President of Global Sales and Field Operations

> VALUE REALIZATION IMPACT

CrowdStrike began using Business Value Realizations in Fall 2019. This additional layer of value sharing is still in early-stage use and has achieved the following results:

> Customers appreciate having the value of their investment in CrowdStrike quantified in hard numbers, which previously required great effort

> By leveraging ValueCloud®, CrowdStrike sales and customer success managers can easily create polished presentations of value realized through an efficient, automated process

> CrowdStrike has seen more (and higher quality) customer engagements than ever before

> BVRs proactively block competitive efforts to steal the contract because actual value realized is clearly defined and easily communicated

> Beyond quantifying value delivered, CrowdStrike uses the BVR to help frame a vision for additional value it can help customers capture through the adoption of new modules and capabilities that align with the customers' business strategy.

THE FUTURE OF CROWDSTRIKE & VALUECLOUD®

As CrowdStrike's needs continue to evolve, DecisionLink's ValueCloud® promises to play an even bigger role in the company's value selling motions, according to Daisha Chung, Director, Global Business Value and Strategy:

> "ValueCloud® continues to evolve and simplify making it even more user friendly and accessible for our team."

> "DecisionLink's value selling methodology emphasizes initial focus on pain/benefit statements. This aligns with CrowdStrike's selling motion, which is rooted in value (vs. price & financials)."

> "Because the assets ValueCloud® produces are fully CrowdStrike branded, our content is clearly differentiated and can be showcased in targeted sales campaigns."

> "Further, DecisionLink is eager to meet customer needs and consistently engages with us to continuously improve the functionality of the platform and ultimately to meet CrowdStrike's needs."

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"Winning with Business Value is top of mind for our leadership team. The last 18 months have been a testament to the organization's commitment to not only win with business value, but also deeply integrate value into the DNA of our selling motion. These outcomes are the result of the complementary forces of program support, tool automation, and targeted sales enablement."

DAISHA CHUNG
Director, Global Business
Value and Strategy

KEY TAKEAWAYS

CrowdStrike has experienced significant customer growth over the last several years. From 2017 to Q4 FY21, subscription customers rose from 450 to 9,896, a CAGR of 117%.

CrowdStrike has been pleased to incorporate DecisionLink's ValueCloud® in its selling motions.

"In spite of the significant value realized so far, it's exciting to think that the partnership between Crowdstrike and DecisionLink is still in its infancy. There is tremendous potential for further growth," Mike Carpenter states, "I look forward to my team winning bigger and bigger deals and creating customers for life by leveraging value, which we truly believe is our "not so secret" secret weapon."