

F R O S T & S U L L I V A N

2024 COMPANY OF THE YEAR

*IN THE NORTH
AMERICAN CPQ
SOFTWARE INDUSTRY*

dealhub

F R O S T & S U L L I V A N

2024
BEST
PRACTICES
AWARD

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. DealHub excels in many of the criteria in the North American configure, price, quote (CPQ) software space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

The CPQ Revolution Drives Sales Innovation

Configure, price, quote (CPQ) software automates sales processes, allowing businesses to efficiently

“DealHub demonstrates high-growth potential. The company is well-positioned in the market, with an industry-leading product that provides tremendous value in high-demand sectors. Its significant customer acquisition numbers sparked the company’s explosive revenue growth in the past few years. In addition, its employee count expanded by more than 700% in just four years. To date, DealHub has raised \$90 million in funding, reaching a cash-neutral position at the end of 2023.”

- Riana Barnard
Best Practices Research Analyst

configure products/services, set prices, and generate accurate quotes. It customizes pricing based on client type and market dynamics, uses configuration tools to prevent incompatible product combinations, and may include visual configurators or three-dimensional models for improved quoting. Dynamic pricing adjusts based on variables like inventory and demand while quoting tools and approval workflows ensure accuracy and compliance. CPQ software integrates with enterprise resource planning (ERP) and customer relationship management (CRM) systems for enhanced customization and efficiency, with some providers offering proprietary, regularly updated solutions. Continuous feedback and support strategies aim to refine the software and maximize customer

satisfaction.

Initially developed for one-time quotes on complex manufacturing equipment, multiple industries like automotive and defense have adopted CPQ software for products and complex services. Its application has extended to quoting for recurring revenue models, such as subscriptions, adapting to diverse go-to-market strategies. Forward-looking CPQ providers leverage artificial intelligence and machine learning to analyze vast data, identifying patterns to help improve offerings and proactively meet customer needs. While on-premises CPQ solutions offer security, cloud-based alternatives provide affordability and convenience essential for global teams. Today's leading CPQ solutions are integrated into an omnichannel sales experience, supporting self-service capabilities and allowing customers to configure and quote independently, reducing friction and enhancing the buying journey.

Frost & Sullivan projects that global CPQ software revenue will reach \$4.28 billion by 2029, marking a compound annual growth rate of 17.2% from \$1.41 billion in 2022.¹

DealHub: A Leader's Path

Established in 2014, DealHub was developed by sales professionals with extensive experience in the enterprise CPQ space and a comprehensive understanding of the challenges posed by legacy CPQ solutions. These insights have allowed the founders to create a user-friendly product architecture for businesses while reducing time-to-market and minimizing the need for developers to modify a rigidly coded solution.

Strengthened by a dynamic research and development strategy and refined through exhaustive customer engagement, DealHub's platform offers a modern, user-centric version of the traditional CPQ tool that specifically addresses the needs of mid-market organizations and medium-sized enterprises. The company has also introduced Digital Sales Rooms to help sales teams improve deal closure rates and sales cycles. Their DealRoom centralizes interactions between sales representatives and buyers, providing detailed insights on engagement and real-time buyer intent. With a robust global presence and effective go-to-market strategies, DealHub shows remarkable growth potential as it continues to help customers thrive in their respective markets.

Demonstrated Leadership through Continuous Product Innovation

DealHub develops innovative products to solve common challenges faced by CPQ users, such as high total cost of ownership, reliance on code, and difficulties accommodating unique business processes that lead to failed implementations. With its no-code solution, DealHub provides a guided flow to reduce the onboarding process of salespeople and enhance the overall sales process. The company has refined its approach with input from its customer advisory board to co-create its product evolution, resulting in significant year-on-year revenue growth. DealHub's consistent speed of product releases reflects its commitment to deliver customer impact. Its complete Quote-to-Revenue platform includes robust features and capabilities, including Subscription Management, Contract Lifecycle Management (CLM) and Billing. Furthermore, DealRoom, DealHub's software for buyer-seller collaboration, facilitates real-time communication between entities to edit configurations and pricing, share files, redline contracts and manage signatures by one or multiple signers.

¹ Frost Radar™: *Configure, Price, Quote Software 2023* (Frost & Sullivan, December 2023)

Its omnichannel experience eliminates time-consuming phone calls and emails, streamline deals, and relieve the sales team of unnecessary tasks. As such, it allows salespeople to analyze buyer behavior more effectively and improve customer acquisition. Also, DealHub's CPQ solution stands out in the market owing to its straightforward and intuitive user interface. Sales users can independently learn to navigate the end-to-end system, even with no prior knowledge.

"Customer testimonials report substantial benefits of incorporating DealHub CPQ into their sales cycles. For example, it helps them overcome complexity and execute their go-to-market strategies efficiently, reducing quote creation time by up to 80%. Also, the advantages of its guided selling capabilities are unparalleled, showcased by a surge in sales when customers use the DealHub Playbook."

- Lara Forlino
Industry Analyst, ICT: Digital Content Services

Customers require a user-friendly solution that can manage increasing complexity and scale. Legacy options can handle complexity but are not easy to use, while more recent CPQ solutions focus on pricing and quotes but lack configuration capabilities. DealHub aims to meet both requirements without sacrificing complexity or ease of use. Frost & Sullivan recognizes that the company's agile CPQ methodology resonates well with customers. Its easy implementation process and flexible customization features lead to faster adoption and higher user satisfaction. The solution suite also offers capabilities to connect and scale effortlessly through software integrations with leading

CRM, ERP, PRM, application programming interfaces, and other business software. As a result, DealHub's CPQ solution has become a cornerstone of customers' go-to-market and sales processes.

With this leadership focus, Frost & Sullivan expects DealHub to sustain its leadership in the CPQ software space.

Roadmap to Success: Customer-centric, Continuous, Proactive

DealHub serves global customers across various industry verticals, including the SaaS, Technology, Business Services, Manufacturing, Media & Communications, and Finance. Currently, tens of thousands of sales and finance professionals use its solution to facilitate billions of dollars of price-quote transactions in multiple languages and currencies, spanning 195 countries.² Moreover, DealHub provides exceptional 24/7 customer service. Its dedicated team of highly experienced Success Experts supports customers with Best Practices and Change Management methodology that ensure successful deployments and full user adoption. Furthermore, the company's customer portal offers access to essential resources, including product news, a knowledge center (with manuals, guides, and how-to videos answering product-related questions offline), and an academy (for certification in agile CPQ methodology), enabling clients to succeed. In addition, it provides in-depth information to help partners efficiently manage implementations and ongoing professional services. Customers can also connect with communities, participate in best practice discussions, and learn from DealHub domain experts and active users.

Customer testimonials report substantial benefits of incorporating DealHub CPQ into their sales cycles. For example, it helps them overcome complexity and execute their go-to-market strategies efficiently,

² Interview with Frost & Sullivan (7 August 2024)

reducing quote creation time by up to 80%.³ Also, the advantages of its guided selling capabilities are unparalleled, showcased by a surge in sales when customers use the DealHub Playbook.

Use Case⁴

Deel, a rapidly growing software company with over 4,000 employees and a substantial revenue stream, faced operational challenges due to its rapid expansion. Moving into longer-term commitments, the company required organized commercial agreements to manage complex deals efficiently. Also, Deel's pay-as-you-go billing model had drawbacks (such as billing customers in arrears). The inefficiencies of its dated quote-to-revenue processes were increasingly costly, burdening sales reps and the Deal Desk team with extra work.

Deel partnered with DealHub based on the provider's impressive customer success record, commitment to swift implementation, and expertise in streamlining commercial processes without needing extensive custom coding.

Implementing DealHub's CPQ, DealRoom, and e-signature capabilities had a significant business impact on Deel, leading to operational efficiency gains. For instance, Deel reduced the time required for its sales representatives and the deal desk to compile and approve quotes. Also, Deel completed its end-to-end quote-creation-to-customer-signature process 80% faster. In particular, DealHub's solutions enhanced user experience, earning high customer satisfaction ratings. Notably, the Deel sales team specifically valued the platform's simplicity, intuitiveness, and user-friendly interface, which were key for improving efficiencies.

DealHub gathers client feedback and monitors industry trends to understand market needs and guide its product development. The company continuously improves its solutions to stay innovative. Customers commend the DealTalk feature, which allows different departments (such as legal, finance, and sales) to discuss quotes before sending them to customers. It speeds up approval timelines and enhances user experiences. DealHub's advanced parallel approval workflows and increased messaging capabilities (such as integration with Slack) have also received positive feedback. The platform now includes service-level agreement and dynamic redelegation functionalities in the master dashboard. New features like Automated Quotes, data-driven look-up tables, real-time customer chat and contract repositories demonstrate DealHub's continued drive to advance and expand the value customers receive from CPQ.

Frost & Sullivan finds that DealHub's innovative approach, customer-centric commitment, and close relationships position it as a partner of choice.

On a Growth Trajectory

DealHub demonstrates high-growth potential. The company is well-positioned in the market, with an industry-leading product that provides tremendous value in high-demand sectors. Its significant customer acquisition numbers sparked the company's explosive revenue growth in the past few years. In addition,

³ Frost & Sullivan interview (7 August 2024)

⁴ <https://dealhub.io/customers/case-study-deel/> (Accessed in August 2024)

its employee count expanded by more than 700% in just four years. To date, DealHub has raised \$90 million in funding.⁵

Serving as a testament to the company's high client satisfaction rate, DealHub acquires many of its customers through word-of-mouth accolades, fueled by its exceptional operational strategies, customer-centric design, and technological performance.

"DealHub is a critical component of our sales strategy."

—Shantanu Shekhar

Senior Director, Go to Market Operations at Gong⁶

The company's impressive growth momentum and trajectory are a testament to its best-in-breed, scalable solutions and services, earning its clients' trust and loyalty and enabling it to capture more market share.

Conclusion

Configure, price, and quote (CPQ) users face multiple challenges, such as high total cost of ownership, reliance on code, and difficulties accommodating unique business processes that lead to failed implementation. Overall, DealHub addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. The company's no-code dynamic CPQ platform provides a modern, user-centric solution that streamlines sales processes, saves time and costs, and integrates with various systems and software, facilitating connectivity and flexibility for customized experiences. The solution suite handles complexity with ease, ensuring fast implementation and high user satisfaction. In addition, DealHub continuously improves its offerings to sustain its competitive advantage. Hence, DealHub's CPQ solution has become a cornerstone of customers' go-to-market and sales processes. The company remains a trusted partner, earning a reputation for offering the overall best in the CPQ software space.

With its strong overall performance, DealHub earns Frost & Sullivan's 2024 North American Company of the Year Award in the configure, price, quote software industry.

⁵ <https://dealhub.io/blog/tech/dealhub-io-raises-60m-to-scale-its-new-gen-cpq/> (Accessed in August 2024)

⁶ <https://dealhub.io/revenue-podcast/shantanu-shekhar/gongs-growth-journey-from-single-product-to-multinational-success/> (Accessed in August 2024)

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

