

# CLIENT SPOTLIGHT: OUTBOUNDENGINE

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OutboundEngine helps businesses grow by making online marketing simple and easy for everyone.

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*Having that level of expertise in my back pocket available...is very comforting."*

**- Tom Sloss**  
**Senior Vice President of Finance,**  
**OutboundEngine**

## Marketing Automation Platform Taps into Improved Planning with 9Gauge

### Executive Summary

As a regular on the Inc. 5000 for the past few years and a leading marketing platform, OutboundEngine makes online marketing easy for over ten-thousand companies nationwide.

The company's rapid ascension since starting in 2012 stems from its ability to "bring essential marketing automation features... in a simple, affordable and done-for-you package."

In 2016, the Austin-headquartered company sought its own internal, essential platform to strengthen its foundation amidst rapid growth. They turned to 9Gauge Partners, a familiar consulting firm in the city, for a solution.

## Challenges

OutboundEngine faced regular year-over-year growth, and were in the market for a scalable tool to help its management with strategic planning.

The company's Senior Vice President of Finance was in the market for an industry-leading, scalable, cloud-based business intelligence (BI) platform.

As they assessed various tools that would best fit their needs, OutboundEngine had to decide:

- How to *implement the software quickly and seamlessly*, and customized to their business
- How to *integrate their current financial models into the system* for real-time analysis

## The 9Gauge Advantage

9Gauge's expertise in financial modeling and systems served well for the OutBoundEngine Senior VP, Tom Sloss.

"We have had a relationship with 9Gauge since the company's early days in 2012. [Their finance leader] built the original financial model that I inherited four years prior," mentions Sloss.

Sloss and 9Gauge determined that OutboundEngine could solve its need for cloud-based budgeting and forecasting with Adaptive Planning. One of many solutions under the Adaptive Suite, Planning offers companies the capability to:

- Better *assess sales, revenue, personnel, and other expenses* through an online interface
- *Identify company trends* and adjust forecasts
- Drag-and-drop data to *create reports with no technical skills required*
- *Integrate with other ERP and CRM systems*, along with Microsoft Office for faster reports



## Results, ROI, and Future Plans

"The advantages of having 9Gauge there for our Adaptive Insights financial modeling implementation was that they had significant prior experience working with the software," notes Sloss. "I did not have to train someone from square one. [Their] knowledge of our original financial model was also extremely helpful in putting it into the Adaptive Insights platform."

This corporate performance management (CPM) application provides its users actionable insights, data transparency, and an enhanced, integrated workflow, as it integrates well with other data systems.

The Austin-based marketing automation platform continues to utilize 9Gauge as its primary consulting business partner when considering future financial changes.

