

CUSTOMER STORY



BACKSTOP
SOLUTIONS®



230 Employees



New York City



Finance



Problem & Opportunity

- “The value of our system is driven by the quality of the data in it, as well as our ability to be fully enmeshed with our customers' tech stacks.”
- “But building one-off integrations did not return good ROI. That approach wasn't scalable, and it was a distraction for our engineering team.”
- “None of our competitors had emerged as the leader of the pack, so there was a huge opportunity if we could solve for the complex data and integration issues that are specific to our space.”



Chris Anderson

VP and Global Head of
Integrations and Solutions

Solution

Leveraging Workato Embedded Platform, Backstop launched an entirely new integration solution to its customers within months: Backstop Integrator.

The team quickly took action on the feedback from early adopters, and one year later, 75+ private equity firms, hedge funds, and foundations are using Backstop Integrator.

Integrations are built and maintained by just three (non-developer) team members.

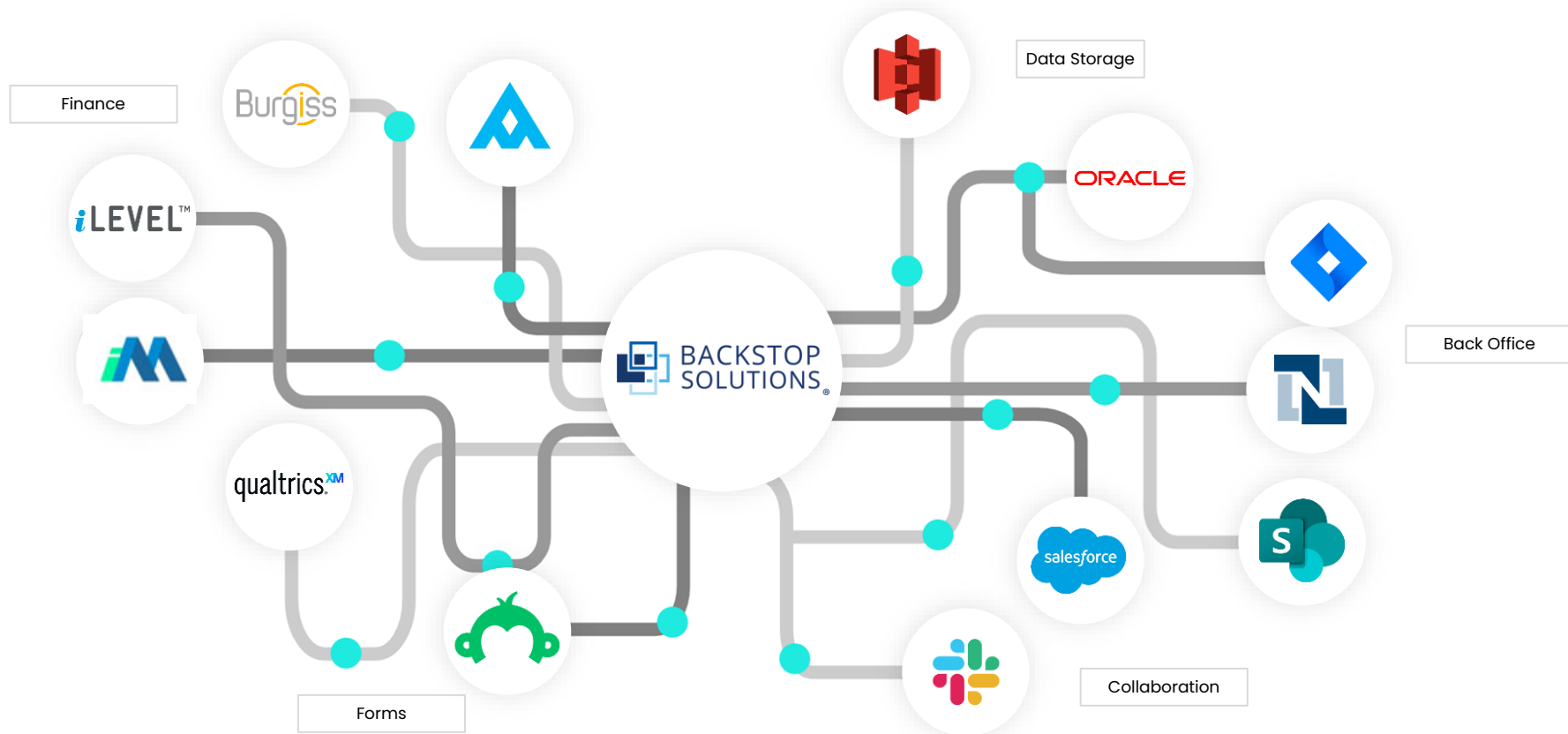
“The level of scalability we've achieved is hugely exciting. We no longer need to constantly reinvent the wheel; we can quickly iterate and move so much faster.”



Chris Anderson

VP and Global Head of
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Backstop Integrator, Powered by Workato Embedded Platform



Impact – Year One

750%

ROI

“This level of return is proof that we made a great investment.”

7%

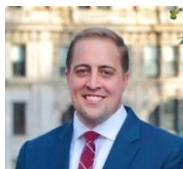
Increase in NRR

“Exceeding customer expectations is paying off with improved retention and expansion.”

75

New Clients

“About 10% of our customer base purchased Backstop Integrator in year one.”

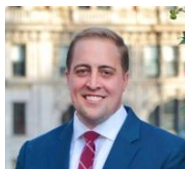


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Impact

- “We’ve been able to move at an incredible pace. Workato enabled us to go to market and start getting traction right away. Now we can deliver integrations quickly, and in a scalable fashion where we can solve for something once, and easily iterate as needed.”
- “Now that we’ve built solutions for so many different clients, we’re also well positioned to help customers make the most of their integrations. We’ve become a strategic advisor, not just a technology provider. For clients with small or nonexistent technical teams, it’s a big deal.”



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