

# FIGHTING CHANGE WITH CHANGE

*Textio, the go-to tool for managers wanting to get better at hiring and developing their teams, embraced their need to radically transform the way they calculated their SaaS revenue metrics from the ground up.*

With a pressing need to standardize and automate their methods of revenue metric calculations, Textio required a solution that was highly accurate, native to Salesforce, and flexible enough to adapt to the changes of not only their organization but their industry of generative AI and employee development at large.

## The ARRow Difference

After a “super easy and super short” installation directly in their Salesforce instance, ARRow became the anchor of revenue consistency providing the RevOps team the confidence to successfully navigate an audit of their historical data, a rollout of methodology changes, and usher in a new and improved quality of metrics to all their stakeholders.

By meeting unprecedented change with radical transformation, Textio can now focus on scaling with intent. A growing team of finance operators now have a standardized method of work, new products can be tracked with ease to measure early success and their mission can continue with renewed focus on what’s next, not what has happened.

***“I’ve never had as good of a vendor relationship as I have with Forecaas and that’s both from responsiveness, but also just willingness to get into the details and figure it out. It really feels like you’re a co-worker.”***



**Connor Doyle**  
Certified Salesforce  
Admin & Developer

## Challenges

- New product family creating additional reporting complications
- Existing solution built in-house not stable enough to scale
- Finance data in multiple disconnected systems rife with integration complexities
- Manual calculation methods causing stress, wasted time, and unnecessary effort

## Immediate Gains

### 1. Trustworthy metrics available on demand

*“The quality of metrics rolling up to the Executive team and then to the board are **vastly improved**”*

### 2. A powerful tool built for its end users

*“This is **built for operations people**. It works for finance people, but it’s built for us to understand and so I like that a lot”.*

### 3. A single source of revenue truth

*“All of our Revenue Source data and now all of our calculated metrics staying together makes it so much easier to figure out when a number is not what we expect, **this is a big differentiator.**”*

