HYPERSCAYLE
CASE STUDY

Curve Dental's RevOps Story: Building a Solid RevOps Foundation to Drive Future Growth

CURVE DENTAL®

Curve Dental (Curve) is a SaaS company that provides best-in-class practice management software to dentists in the United States and Canada

Curve needed to build a foundation of reporting, systems, processes, and people to mature its RevOps function. The Curve executive team wanted to:

Better understand marketing and sales performance through broad and deep analytics

Create a unified set of metrics to drive business performance

Better understand the sales pipeline through multiple opportunity stages, including detailed conversion data

Improve visibility to monthly revenue production drivers

Use RevOps insights to make data driven adjustments and business decisions

Hyperscayle delivered value in an 18-month engagement with three phases that each lasted about six months

1 Build Phase
Hyperscayle optimized Curve's tech stack and data architecture to show the executive team the data points they considered necessary to understand how the business was performing.

2 Advising Phase
Hyperscayle served as fractional RevOps management to help the executive team adjust to the new reporting and insights.

Hyperscayle also helped the Curve team understand where business processes needed to change to give them additional insights as the business evolved.

3 Development Phase
Hyperscayle focused on growing Curve's internal RevOps capabilities and transitioning the ownership of the dashboards and business reviews to that team.

Today, the Curve team benefits from:

✓ A RevOps tech stack and supporting data architecture designed to capture data relevant to their KPIs

✓ Ongoing insights into RevOps performance goals

✓ Timely, predictive analysis that allows the executive team to make proactive (rather than reactive) adjustment decisions

✓ An internal RevOps capability with the hiring of a RevOps manager and a RevOps analyst

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> *Hyperscayle immediately stepped in as a true business owner, driving important discussions and focusing on the largest impact areas first. The Hyperscayle team takes an "operator first" mentality to approaching problems, and delivers results in a short period of time.*
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