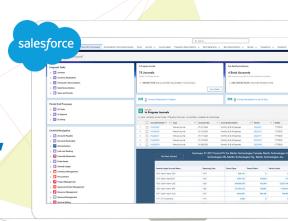# Agilyx
Change Ready

Gumtree

certinia

salesforce

Customer success story:

Commerce Giant, Gumtree Group, Realises Digital Transformation with Certinia ERP in Record Time

The Customer

Gumtree Group connects people as they buy, sell and transact across more than two million live listings. Gumtree, together with CarsGuide and Autotrader, create a powerful network of three iconic brands, reaching 6 million Australians each month while generating over $3B+ in monthly gross listing volume. The company is proudly Australian-owned and operated.

The Challenge

Gumtree Group faced an immovable deadline: within fifteen months, access to their core business applications would be cut off as part of a sale agreement with their previous owner. Transitioning to an entirely new Salesforce, Operations and Finance solution while ensuring seamless continuity in executing business processes and operations posed a significant challenge. Simultaneously, enhancing Salesforce Cloud with CPQ, data migration, and developing new integrations to Gumtree Group Platforms required precise planning and execution to prevent revenue leakage and business operation and service delays. These obstacles, compounded by the hard deadline, created a high-pressure environment that demanded extraordinary project team execution, skills and dedication.

Customer Name
Gumtree

Industry
Marketplace, Classifieds, Advertising & Media

Company Size
200

Headquarters
Sydney, NSW

Finance

Procurement

Billing Central

Revenue Management

The Results

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Key takeaways from the project

Streamlined Operations and Improved Financial Management
12 days annual time saved on management accounting

Future-Proof Scalability and Comprehensive Customer Insight
With a 360-degree view of customer interactions, Gumtree Group is now well-equipped for scaling and adaptation to both customer and market demands, giving the company a competitive edge in the industry.

Final Summary

Gumtree Group enlisted the expertise of Agilyx Group to implement Certinia ERP, Salesforce Sales Cloud, and CPQ within their tight deadline and strict requirements. After an accelerated requirements definition phase, this comprehensive solution, encompassing Certinia Finance, Billing Central, Procurement, and Revenue Management, alongside both Salesforce Sales Cloud and CPQ, was successfully deployed within an astounding 9-month timeframe. This achievement not only underscores the technical prowess and project management proficiency of the Agilyx and Gumtree Project teams, but also marks the beginning of a significant advancement in operational efficiency and strategic capability for Gumtree Group. The seamless integration of Certinia ERP has directly addressed Gumtree Group's pressing challenges, providing them with a scalable, flexible platform that streamlines processes, enhances financial oversight, and bolsters overall business agility. This transformation has positioned Gumtree Group for future success, fortified by a robust technological foundation and platform.