aws marketplace

Crossbeam

Reviews, tips, and advice from real users








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Product Recap

Crossbeam

Crossbeam Recap

Crossbeam connects businesses by allowing them to share data securely, enhancing partnership strategies. It enables users to identify overlapping customer bases and facilitates strategic collaboration through comprehensive data sharing insights.

Crossbeam stands out in modern partnership ecosystems by offering seamless data integration and partnership insights. By leveraging data collaboration, businesses can deepen relationships and uncover potential revenue opportunities. Crossbeam's innovative technology simplifies data exchange between partners, ensuring data privacy and compliance. It acts as a bridge in growing networks, enabling teams to efficiently manage partnerships and maximize their potential.

What are Crossbeam's most valuable features?

- Data Overlap Detection: Identifies common customers between partners to highlight collaboration opportunities.
- Secure Data Sharing: Enables safe data exchange while maintaining privacy and data integrity.
- Integration with Tools: Connects seamlessly with CRM and other business tools for streamlined operations.
- Real-time Insights: Provides up-to-date data analytics for informed decision-making in partnerships.

What benefits or ROI should users look for?

- Enhanced Collaboration: Facilitates improved strategic partnerships and collaboration.
- Revenue Opportunities: Unlocks hidden revenue streams through data insights.
- Increased Efficiency: Streamlines data processes, saving time and resources.
- Improved Decision Making: Offers accurate data insights that aid in better strategic decisions.

Crossbeam is particularly beneficial in industries that value partnerships, such as tech and e-commerce. It allows businesses to accurately track partnership effectiveness and expand their market reach by engaging with existing customers through collaborative efforts. Its implementation across industries shows potential for increased market penetration and partnership-driven growth strategies.

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Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "Crossbeam has helped my organization deliver predictable revenue across our channel and tech partners and accelerate our growth across our partner ecosystem."



Shreyans Parekh

Vice President, Finance and Operations at Fruitist

- "The number of cross leads that we have generated after using Crossbeam has been phenomenal, providing us with a very good ROI."



Vinay Rachh

Head of Finance at a educational organization with 11-50 employees

- "Crossbeam has impacted my organization positively as it has been a great tool, providing seamless connection to partners and potential partners."



Purity Ann

Account Manager at Financial Times

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What users had to say about valuable features:

"The best features are Crossbeam AI and Crossbeam Account Mapping capability. Crossbeam also has a great overall capability set around its integrations, offering many out-of-the-box integrations. Crossbeam embeds ecosystem data to expand our ICP and addressable market, leading to cross-pollination between sales and marketing.

"Crossbeam Account Mapping is the tool and capability used most by our go-to-market teams, saving significant manual processes and back-and-forth communication between email, collaboration tools, and Excel spreadsheets by integrating all workflows into a single unified Crossbeam database. Crossbeam AI has enabled us to surface and bring context to our ecosystem intelligence by surveying our CRM and all the integrations we have with Crossbeam, allowing us to query and ask questions of our database in an agentic AI fashion.."

Shreyans Parekh
Vice President, Finance and Operations at Fruitist

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"The best features Crossbeam offers are frictionless onboarding and ease of getting started with new partners. It also provides intuitive reporting of overlapping accounts, flexibility to export to CSV, ability to connect with Salesforce to keep account lists dynamic, while also allowing the option to use CSV uploads.

"Out of the features I mentioned, frictionless onboarding and ease of getting started with new partners are what I find myself using the most, which impacts my workflow positively. The intuitive and user-friendly UI is another excellent feature of Crossbeam.

"Crossbeam has impacted my organization positively as it has been a great tool, providing seamless connection to partners and potential partners. Salesforce integration for keeping account lists up to date, metrics for viewing overlaps with partners, ability to export reports to manipulate in other tools, and easy team management through inviting coworkers have been significant improvements since using it. Crossbeam improves efficiency, and we have been able to close more deals.."

Purity Ann
Account Manager at Financial Times

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“One of the best things about Crossbeam is that it can connect to any native CRM database such as Salesforce or even Google Sheets. There is complete control over data sharing, so we decide what can be shared and what cannot be shared, making it a GDPR compliant database, which is pretty helpful.

“The features of Crossbeam help us because we are a GDPR compliant organization involved in very sensitive government contracts, and privacy controls are important. It definitely gives us comfort that our data is not misused when it is shared across Crossbeam's platform.

“Crossbeam's AI capabilities provide a highly secured product with all the SOC 2, CCPA, and other security standards in place, so I don't see any security issues with this platform.

“Regarding Crossbeam's AI capabilities, our leads have grown by 40%, and we have been able to convert most of them. It does give very filtered and true data rather than piling up irrelevant data for the organization..”

Vinay Rachh
Head of Finance at a educational organization with 11-50 employees

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Other Solutions Considered

"We were using ZoomInfo for our sales and partner ecosystem development and data. We switched over from ZoomInfo to Crossbeam because Crossbeam was the most comprehensive solution in terms of the functionality it offered.."

Shreyans Parekh
Vice President, Finance and Operations at Fruitist

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ROI

Real user quotes about their ROI:

"We recovered our investment within one and a half years of implementing Crossbeam, or more accurately, within one year of using it. It has definitely reduced time for our sales force database, making it much more efficient.."

Vinay Rachh
Head of Finance at a educational organization with 11-50 employees

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"I have seen a return on investment from Crossbeam as it allows us to quickly assess opportunities with potential partners and fits directly into prioritization for our integration and partnership strategy. It also solves the challenge of keeping account data private that we do not want to share and enables us to easily share the information that is beneficial to both parties.."

Purity Ann
Account Manager at Financial Times

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"We have seen significant return on investment with Crossbeam. We have increased upwards of 21% in terms of total enterprise value across our partners with Crossbeam. We have seen time savings of upwards of 16 to 20% per week in terms of manual inputs within Excel and our collaboration tools that can now be completed in Crossbeam itself.

"Since we adopted Crossbeam two years ago, we have increased our partner influence revenue by about 135% in growth. We have seen upwards of 26% increase in year-over-year partner source revenue growth, and overall, we have seen 21% higher annual contract values.."

Shreyans Parekh
Vice President, Finance and Operations at Fruitist

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Use Case

“My main use case for Crossbeam at Financial Times is to connect with partners and potential partners in order to uncover overlapping accounts. Crossbeam allows us to map accounts between us and the partner and only reveals information when the match stroke overlap is found. Crossbeam allows us to easily see overlaps for current customers, prospect and target accounts, and open opportunities..”

Purity Ann
Account Manager at Financial Times

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“We use Crossbeam to connect our database and generate cross leads across our client base.

“We match our data warehouse and our CRM with Crossbeam's database. It has a very good AI system that delivers signals for automatic co-selling and renewal recommendations to the second party, making it a useful way of expanding our business..”

Vinay Rachh
Head of Finance at a educational organization with 11-50 employees

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"My main use case is driving cross-partner revenue through Crossbeam. We use it for account mapping and Crossbeam Copilot to identify our ICP and key contacts within our ideal customer profiles. We use Partner Impact to determine how to accelerate our current opportunities and replicate our success across our partner ecosystem. Crossbeam has supercharged our partner account development and revenue coming from our partner ecosystem.

"A recent project involved mapping via Crossbeam Account Mapping to migrate from spreadsheets where we were previously integrating pipeline matches to opportunities in our ecosystem via our Salesforce CRM. We wanted to transition from Excel spreadsheets to Crossbeam and have it identify growth and partner-overlapped opportunities for our sales team to pursue, rather than using manual and error-prone methods in spreadsheets. Crossbeam revolutionized and transformed how we conduct account mapping by creating a unified workflow within the database itself that Crossbeam provides.."

Shreyans Parekh
Vice President, Finance and Operations at Fruitist

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Customer Service and Support

“I have not heard anything wrong with Crossbeam's customer support, but what I get from the team is that it's pretty good support with hardly any downtime..”

Vinay Rachh
Head of Finance at a educational organization with 11-50 employees

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“Customer support has been great. Our customer success manager is fantastic, and we meet with her at least once a month while maintaining constant communication via Slack.

“We have gotten all of our questions and pertinent items answered, and the onboarding has also been fantastic..”

Shreyans Parekh
Vice President, Finance and Operations at Fruitist

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Other Advice

“I would rate Crossbeam a nine out of ten.

“I gave it a 9 out of 10 because our leads have grown by over 40%, and it's very compliant software, so we are overall happy with the performance.

“We use Amazon Web Services (AWS) as our cloud provider to host Crossbeam's platform.

“I advise that if you want to expand your business, you should definitely buy Crossbeam..”

Vinay Rachh
Head of Finance at a educational organization with 11-50 employees

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“Crossbeam is essential to our overall go-to-market workflows because it has the ability to transform lead generation, accelerate our deals, and build our ecosystem across our channel partners and tech partners. It also has tremendous value for our sales and marketing teams overall, including RevOps and customer success.

“Crossbeam has helped my organization deliver predictable revenue across our channel and tech partners and accelerate our growth across our partner ecosystem. Crossbeam has served as the partner ecosystem platform across all of our partner channel and sales teams and has been a great partner for our broader go-to-market and marketing functions, including RevOps. It has been a great platform for account mapping and team buying intelligence.

“Crossbeam has been a fantastic ecosystem partner. It is the most comprehensive ecosystem platform software that I have utilized, and it has been revolutionary and visionary when it comes to industry research availability, data cleaning, data

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segmentation, and filtering.

“Crossbeam compared to other solutions I have utilized, including ZoomInfo, LinkedIn Sales Navigator, PartnerStack, is the most comprehensive platform for ecosystem development and partnerships, and it has the most out-of-the-box integrations across tools I currently use. This makes partner relationship management seamless.

“I recommend doing your homework across other partner ecosystem platforms to ensure they have the right integrations across the partners you are leveraging and the cloud ecosystem providers. Review review sites, ask for customer testimonials, and gather use cases similar to what you are looking to deploy. Perform comprehensive research before deciding on the right partner for you. I would rate this product a 10 out of 10..”

Shreyans Parekh
Vice President, Finance and Operations at Fruitist

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PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944

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