

CUSTOMER STORY

Profitable growth, zero added cost: How ChurnZero scaled finance with Prophix One™

Key results snapshot

- ✓ **Faster reporting:** Saved hours each month using Prophix Copilot for instant report generation and faster answers to business leaders.
- ✓ **Capacity boost:** Leveraged AI-powered Prophix One Agents to grow finance team capacity without increasing headcount.
- ✓ **Empowering leaders with 24/7 insights:** Business leaders now run real-time scenarios & reports independently, shifting finance focus from data crunching to strategic analysis with confidence.
- ✓ **Value in weeks, not months:** Achieved rapid time-to-value and seamless user experience, thanks to smooth integration and reliable data syncing.

Business challenges

With a lean finance team, ChurnZero's Head of Finance needed a way to support the company's path to profitability—without adding headcount.

The team managed time-consuming, error-prone Excel models that were difficult to maintain and share with executives. Frequent ad-hoc requests—like headcount planning or expense analysis—pulled resources away from strategic work.

Previous FP&A tools proved cumbersome and unreliable, relying on third-party integrations that introduced constant sync issues and drove the team back to spreadsheets.

ChurnZero needed a solution that was intuitive, scalable, and owned by finance—without relying on IT.

Who is ChurnZero?

ChurnZero is a leading customer success platform that helps subscription-based businesses reduce churn, boost product adoption, and grow recurring revenue.

As demand for customer-led growth accelerates, ChurnZero has scaled rapidly — earning a reputation for delivering powerful insights, fast time-to-value, and measurable client impact.

Applications deployed

 Prophix One FP&A Plus

System integrations

 Sage Intacct

“I’ve used other tools before, and they were so hard to navigate—with sync issues finance couldn’t fix—that we ended up going back to spreadsheets. With Prophix, it’s the opposite: it’s easy, reliable, and it gives us the capacity to scale and hit our profitability goals while still growing the business.”

Head of Finance,
ChurnZero

Why Prophix®

ChurnZero selected Prophix One FP&A Plus for its simplicity, AI-powered automation, and seamless integration:

- **Ease of use:** An intuitive interface that finance and business leaders could adopt quickly without relying on IT.
- **AI capabilities:** Prophix Copilot and Prophix One Agents simplify reporting, reduce manual work, and free finance to focus on strategic planning without increasing headcount.
- **Built-in integration:** Prophix One’s native data integration with Sage Intacct eliminated the sync issues and data delays the team experienced with third-party connectors, empowering the finance team to manage integrations independently—no IT required.

The shift: Before and after Prophix One™

Before Prophix One	With Prophix One ✓
 Manual Excel models	 Saved hours each month with instant report generation using Prophix Copilot.
 Frequent ad-hoc requests	 Business leaders now run reports and scenarios independently, freeing finance for strategic analysis.
 Sync issues from third-party connectors	 Achieved seamless data syncing through native integration with Sage Intacct.
 Reactive, overstretched finance team	 Scaled capacity without adding headcount using Prophix One Agents.
 Long, manual finance processes	 Realized value in weeks, with an intuitive user experience and rapid deployment.