case study

HOW CAV ACHIEVED 200%+ REVENUE GAINS WITH INSPIRED VALUE STORYTELLING & FRACTIONAL VALUE ENGINEERING SERVICES

https://cavhq.ai/

Industry

Cybersecurity / Continuous Compliance

Business Model

Autonomous, context-aware, always-on cyber compliance and risk management platform serving government agencies and large enterprises.

EXECUTIVE SUMMARY

Cav (Caveonix) was winning technically but lacked a CFO-ready value narrative to engage executives, justify enterprise deals, and avoid stalls.

Genius Drive delivered a unified value-selling system, combining fractional value engineering, ROI and TVA assets, persona-based storytelling, and partner value tools to quantify impact and elevate conversations.

The result: **94 percent lower customer acquisition cost, 2x new logos,** and **200 percent net revenue retention growth,** alongside **higher sales velocity, deal size, GTM alignment, and partner activation.**

CHALLENGE

As cyber-compliance upstart Cav scaled across commercial and U.S. government markets, it needed a credible way to communicate and quantify business value, especially for large, complex enterprise deals.

Despite strong traction, rapid growth introduced new challenges:

- **Scaling a growing sales organization,** onboarding new sellers, and unifying the GTM motion.
- **Overcoming stalled deals** in long enterprise cycles where technical demos alone were no longer enough.
- **Competing against larger cybersecurity vendors** with extensive consulting resources.
- **Justifying business value** deal by deal for large, strategic proposals.
- **Ensuring all revenue teams spoke the same value language,** from pre-sales through customer success.

Proposals built on technical descriptions and pricing were no longer sufficient. The team realized that naked pricing would not close multimillion-dollar deals.

We were going through a reorganization and bringing in new sales members. Our goal was to get our entire organization - sales, tech and customer success - to be able to do better value-discovery and run the same value-led customer engagement process.

Brian Mongeau
Vice President, Operations & Finance at Cav

SOLUTION

Cav partnered with Genius Drive to shift from a product-centric motion to a value-led growth engine. Together, they built a unified, repeatable, CFO-ready value narrative and quantification model across four core workstreams:

01

FRACTIONAL VALUE CONSULTING / ENGINEERING

Supported dozens of strategic government and commercial deals through value engineering / consulting services. Enabled Cav to elevate and win multi-million-dollar opportunities with consistent, CFO-ready justification.

02

TOTAL VALUE ANALYSIS (TVA) WHITE PAPERS AND ROI MODELS

Developed a business value framework and authored value analysis white papers papers quantifying the business value of Cav solutions. These assets provided credible, third-party validated ROI guidance that strengthened evaluation and justification.

03

STANDARDIZED VALUE STORYTELLING FRAMEWORK AND INFOGRAPHIC

Built a repeatable storytelling system with persona-based narratives and visual infographics. Equipped sellers to lead with business outcomes instead of product features.

04

PARTNER VALUE PLANNING

Created a partner value planning assessment, delivering presentations and revenue / margin justification to help attract, activate and align channel partners.

Aloysius Boyle
CEO and President, Cav

We needed to show that solving technical problems wasn't enough. We had to shape business outcomes with a CFO-ready case, tie metrics to the customer's business, and prove Cav could deliver results, even against competitors with far more resources. Genius Drive helped us punch above our weight. It's been fantastic.

RESULTS & BENEFITS

Cav delivered transformative results, winning multiple multi-million-dollar new and expansion deals while aligning all customer-facing teams around a single, credible value story focused on business outcomes.

94% reduction in Customer Acquisition Cost (CaC).

100% growth in New Logo Wins.

200% increase in Net Revenue Retention (NRR).

FASTER DEALS AND EXPANSION
Shortened enterprise cycles with credible business cases, enabling larger deals and stronger competitive wins.

GTM ALIGNMENT AND SPEED
Unified value models improved consistency and accelerated seller onboarding.

PARTNER GROWTH
Gave partners revenue-focused value plans, strengthening joint execution and activating new channels.

Learn how to leverage Value-Led growth to drive faster sales cycles, stronger competitive differentiation, and measurable revenue growth for your business. Contact Genius Drive to learn how we can help.