

COVID19 SURVIVAL PLAN AN INTELLIGENT DATABASE



Pandemic may pose grim view of the world economy now, but businesses are showing resiliency. There is a rampant optimistic view of bouncing back of economy, the businesses and the foundation of new normal.

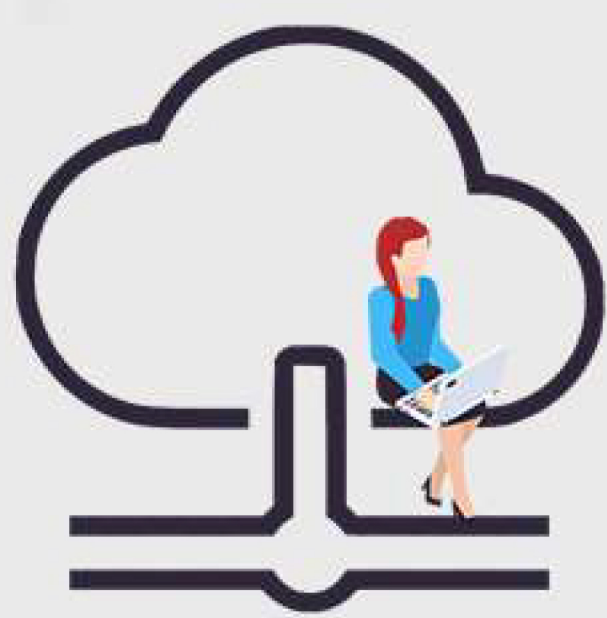
The new normal on the horizon shall continue to target net new customer acquisition, deep market penetration and accelerated business growth but riding high on technology and digital wheels. These wheels shall focus on finding that right decision-maker for each business use-case.

A scalable, contactable, clean and targeted database helps you do that in the shortest possible time.



Founding stones for new requirement

- APAC countries are all at different levels of pandemic trajectory
- Global shakedown to the market
- Whitespace undergoing major rejig
- Existing market pie undergoing segmentation change



Making case for a cloud-based database system which is scalable and contactable

- Enables diversification of data
- Make data up-grade possible
- Ensures digital transformation of data

*Data scientists spend **60%** of their time organizing and cleansing data!*

Imagine the impact this has on the investment budget! Hence, a clean database that enables you to go live with your marketing campaign in the shortest possible time, is important.

Features of good database

1

Provides accessibility of enriched & contactable data increasing the success rate of email marketing campaigns exponentially



2

Ensures accessibility of desired breadth & width of the database for targeted outreach

3

Provides accessibility of standardized data in countries that do not have English as the main language

4

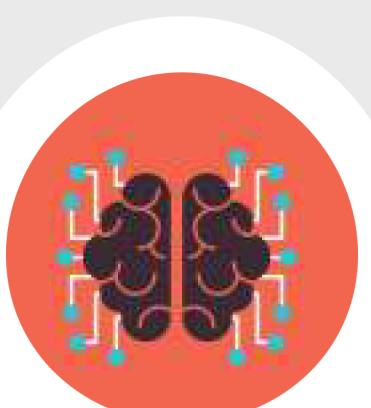
Ensures upfront visibility to the quality of the dataset

*In short - sales and marketing professionals gain access to high volumes of contactable data for their Digital Demand Generation program in a heartbeat – courtesy An **Intelligent Database System***

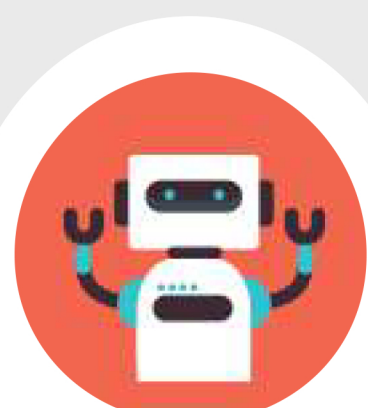
AN INTELLIGENT DATABASE MANAGEMENT SYSTEM DEVISED BY DENAVE

Denave employs myriad technology combinations with **no human intervention** and a scalable process to ensure an **accurate, authentic & reliable database** across segments and geographies in the world for achieving the business plans of **geo penetration, net new customer acquisition and more whitespace discovery.**

Leveraging technology at all levels

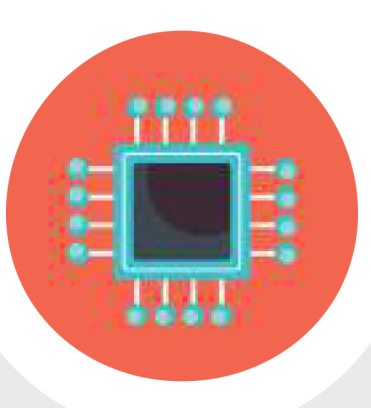


Artificial Intelligence (AI) technology to extract data from secondary sources & Machine Learning (ML) to scientifically predict data attributes



Proprietary bots to cleanse the data at attribute level and put them in structured format

Bots leverage Machine Learning & Natural Language Processing (NLP) to deliver 'Right Person to Contact'



Automated quality checks finishing with human intervention to ensure high level of quality and data accuracy



*Boston Consulting Group (BCG) analysis claim that "In recessions and downturns, **14%** of companies outperform both historically and competitively because they invest in new growth areas."*

Only measurable results can lead to accelerated growth and to make your database result measurable – you need to act now.