



# CLOUD SALES & ADOPTION

**Denave's Tele-engine led Demand-Generation program resulted in 35% increase in overall Cloud-Adoption for the largest computer software company**



## CLIENT

Largest computer software company



## BUSINESS OBJECTIVE

- ▶ Major objective was primarily to migrate client's existing Perpetual license customers to Cloud
- ▶ Idea was to move the existing and new customers on client's cloud platform/ subscription, leading to consistent revenue for the client



## THE CHALLENGE

Market dynamics were changing as competitors were rapidly shifting to cloud. Client was lagging from competition as Perpetual licenses were getting obsolete and Cloud becoming the latest trend. Shortcoming(s) that required urgent attention:

- ▶ Elongated migration-cycle gestation
- ▶ High operational cost
- ▶ Lack of automation toolset
- ▶ Time lag to bridge the gap would cost heavily to the client



## THE DENAVE EDGE

Intelligent and Proficient Tele-Resources capable of multitasking served a large database with a quick turnaround time, having their sound experience & knowledge on Cloud. Workloads were broken down into following phases to provide timely results to the client:

- ▶ Cloud Assessment Phase
- ▶ Proof-of-Concept Phase
- ▶ Data-Migration Phase
- ▶ Application-Migration Phase
- ▶ License-Migration Phase
- ▶ Optimization Phase
- ▶ User-Migration Completion Phase

Educated target audience on price benefits and Total-Cost-Ownership with lower level of investment. Extended services included:

- ▶ Increasing new customer reach
- ▶ Driving cloud activation and grow usage
- ▶ Improving customer environment on cloud readiness
- ▶ Driving cloud consumption with cost optimization



## PROGRAM REACH

📍 PAN India



## THE RESULT

- ▶ The program resulted in >35% New activations to Cloud with ~46% Y/Y Cloud subscription growth
- ▶ 35 Million Client IDs were created on mobile devices at cloud platform
- ▶ 8 Million Behance (i.e. a social media platform which client customers use for networking) members were signed up on Cloud
- ▶ 43% Cloud Enterprise seats were licensed in FY16 with services