



Denave's geo-expansion services resulted in improving sales in upcountry markets for global IT major



CLIENT

Global leader in high technology industry



BUSINESS OBJECTIVE

The client sold its product and solutions through its channel network comprising of regional distributors, resellers, breadth partners etc. The client realized the need to expand geographical reach in order to increase revenue and identified two upcountry markets in India – Andhra Pradesh and Eastern regions which had business potential. The objective was to identify, educate, activate and enable the partner segment in these regions in order to capture channel market share and enhance revenue generation.



THE CHALLENGE

- ▶ Low penetration
- ▶ Low understanding of licensing
- ▶ Lack of pragmatic approach
- ▶ Sustainable partner activation and enablement engine



THE DENAVE EDGE

Denave applied three engines to roll out a successful geo-expansion plan - Marketing engine, Inside sales engine and Partner marketing engine. The team laid out a step-by-step approach for targeting SMBs in order to increase revenue generation in these markets.

- ▶ **Step 1:** Denave team developed market understanding of these regions – including potential industries, potential cities, potential SMB clusters, PC penetration, and license adoption. The findings were then correlated with client's sales in these markets. This exercise resulted in identifying the existing sales opportunity.
- ▶ **Step 2:** The next step was to deploy a marketing engine which targeted the SMB clusters and generated a need there. Database acquisition was also critical in this stage to identify potential customers.
- ▶ **Step 3:** Based on the created interest by the marketing engine, an Inside Sales engine was established to establish further connect and generate leads.
- ▶ **Step 4:** A Partner marketing engine was further established to generate business out of the generated leads and further create more business opportunities out of the successfully converted leads. Overall, a strong training engine was established to deliver brand prominence and advocacy and develop partner relationship and eventually drive business value.



PROGRAM REACH

📍 India – specifically upcountry Andhra Pradesh and upcountry Eastern states



THE RESULT

- ▶ 52% incremental revenue generated in 1.5 years of program activation
- ▶ Close to 1000 partners activated