



**Denave's B2B Compliance program resulted in 219% Q-on-Q growth and 15x ROI for software giant**



## CLIENT

Largest design software company



## BUSINESS OBJECTIVE

Major objective was to ensure compliance with client's licensing policies while simultaneously meeting the revenue goals. Requirement was of educating and driving organizations to adopt client's cloud services as a solution. In the meanwhile, we were also looking to reduce piracy in the new and developing markets and generating incremental revenue in the process.



## THE CHALLENGE

- ▶ High operational costs
- ▶ Low ROI & high piracy
- ▶ Lack of market insights and database procurement along with limited management capabilities



## THE DENAVE EDGE

A strong understanding of regional nuances backed by native language speakers who were infact licensed and compliance certified and adopted proven methodologies. Denave had structured a 5 step Tele compliance process:

- ▶ **Profiling:** Data procurement and management services
- ▶ **Program Introduction:** Tele support to increase customer reach
- ▶ **Gap identification:** Detailed discussion with customer on license purchase & deployment
- ▶ **Gap settlement:** Follow up with partners/customers on the agreed number of licenses
- ▶ **Review closure:** Effective revenue recognition mechanism and maintaining high customer & partner experience



## PROGRAM REACH

📍 PAN India



## THE RESULT

- ▶ 15x ROI in the Small and Medium Business's segment
- ▶ 219% quarter-on-quarter growth for the Financial Year 17