



NET NEW CUSTOMER ACQUISITION

**With Whitespace Discovery model,
Denave generated over a million new
opportunities**



CLIENT

One of the largest global PC vendor



BUSINESS OBJECTIVE

To increase the market penetration and product reach by targeted audience profiling pertaining to industry, decision-making levels and geos. To identify market response and generate revenue and pipeline for the new solution.



THE CHALLENGE

- ▶ Bringing multiple regional point of contacts and Inside Sales Representatives together on one platform to carry out an end to end sales program PAN India.
- ▶ Infrastructure challenges – mapping the workload with the product requirement.



THE DENAVE EDGE

- ▶ Targeted prospecting derived from Denave's proprietary Whitespace discovery
- ▶ Multi-pronged approach – using both the traditional (well-trained sales force) and digital sales methods
- ▶ Regular tracking to consistently improve sales methods



PROGRAM REACH

📍 PAN India across BFSI, Manufacturing, ITES & Education sectors. The program was later extended to six-member countries of ASEAN.



THE RESULT

- ▶ Created 50+ qualified leads with a pipeline value of more than a million.
- ▶ 70+ valid (BANT qualified) customers were created (India only).
- ▶ Close to 1 million new opportunities were generated.
- ▶ Significant market awareness and product reach was achieved.