



REVENUE MAXIMIZATION

Denave's Revenue Maximisation strategies results in surpassing goals in MEA and APAC region



CLIENT

Global leader in the technology industry



BUSINESS OBJECTIVE

Primarily four business objectives:

- ▶ To ensure that the reported software corresponds to the actual software hosted.
- ▶ To rectify under/over reporting and provide an optimized reporting structure
- ▶ To ensure minimal backlog reporting correction
- ▶ To provide licensing education to generate awareness and help customers with accurate reporting
- ▶ To provide hybrid hosting infrastructure (Cloud & On-Premise) for maintaining customer's privacy.



THE CHALLENGE

- ▶ Non-viability of the on-site audit to manage the un-managed Hosting Community (which reported up to \$2K a month).
- ▶ Ensuring compliance as exiting infrastructure required accurate data, something which is only possible through a physical check. This resulted in loss of ROI
- ▶ Duplicity of data by hosting companies in the self-assessment, made it difficult to identify shortfalls.
- ▶ Inaccurate reporting by service providers due to
 - Complex licensing rules
 - Dynamic customer acquisition/attrition
 - Incorrect understanding of the reporting structure with distributor
 - Intentional under-reporting



THE DENAVE EDGE

Adopted an effective approach to conduct compliance checks with the targeted companies. Key elements of the strategy were:

- ▶ Analysis of the last 1-3 years of the reporting prior to the engagement to arrive at an approximation of the host infrastructure
- ▶ A comprehensive questionnaire designed to explore incomplete/hidden information and to collate inputs effectively
- ▶ A competent team was built with the right training techniques and hosting infrastructure demos to carry out intelligent conversations with the targeted companies
- ▶ Accurate data collection via advanced proofing techniques like server logs, hardware invoices, processor/core counts and end-customer invoices



PROGRAM REACH

📍 APAC, Middle East & Africa (MEA)



THE RESULT

- ▶ Overall 40% increase in reporting across the APAC region without any backlog reporting correction
- ▶ 78% of target hosting companies reported better post campaign execution in APAC
- ▶ 48% Increase in reporting across Middle East and Africa region with 84% accounts reporting better, post campaign execution and with backlog reporting correction.
- ▶ Overall 165% achievement of target in MEA region and 180% in APAC.