



Denave's robust Telesales Engine delivered over 18X in ROI and over \$2.1M in revenue



CLIENT

Global leader in the technology industry



BUSINESS OBJECTIVE

To ensure licensing compliance for Small and Medium Businesses (SMB) segment to minimize risk implications. To increase awareness on licensing policies among customer base and also enable them with cost effective solutions



THE CHALLENGE

- ▶ Lack of Software licensing knowledge and awareness in the SMB whitespace segment
- ▶ Loss of revenue due to piracy
- ▶ Failure in tapping into ready customer base looking to adopt new/cost effective technologies



THE DENAVE EDGE

Implementing the Denave Software Asset Management and Compliance expertise we initiated two-pronged engagement approach. We built solution to tap the SMB segment, the existing/dormant Customers and Whitespace Customers (with no transaction in last two years).

- ▶ Engagement Strategy for Whitespace Customers: Customers were asked to self-assess the current licensing position vs the deployment. Following up on it, the licensing position was analyzed and customers were advised for the best suited & cost-effective solution in sync with their needs
- ▶ Engagement Strategy for Existing/Dormant Customers: We studied the licensing history along with the customers' current organization status & deployment and identified shortfall/requirements to enable the client to close the accurate gaps



PROGRAM REACH

📍 India (Metro Cities): Delhi NCR, Ahmedabad, Kolkata, Chennai, Mumbai, Bangalore



THE RESULT

The pilot program of five months delivered:

- ▶ Revenue Generation worth \$2.1Million with 116% achievement rate
- ▶ New Customers: Over 600 new accounts were added to client's customer Base in SMB segment
- ▶ Cloud Customers: Increase in cloud customer, over 32% of the overall revenue was contributed by the Cloud Product
- ▶ Cloud Solution Partner Contribution: 81% of the overall revenue was closed through the CSP channel
- ▶ Overall, over 18X ROI achieved