



**Denave enables stronghold in mid-market segment; generates USD 10 million worth of PC leads**



## CLIENT

One of the largest global PC vendor



## BUSINESS OBJECTIVE

To improve customer base in the mid-market segment, specifically:

- ▶ Demand generation in the organizations with employee strength between 100 -1000
- ▶ Zero down on the minimum requirement of 10 PC/Notebook to be purchased in 6 months by at least 100 SMB organisations



## THE CHALLENGE

- ▶ Lack of customer base in the required segment
- ▶ Lack of internal bandwidth for increasing the customer base within a stipulated time frame



## THE DENAVE EDGE

- ▶ Denave's proprietary whitespace discovery and robust data base management tools ensured acquisition of potential customers that matched client's requirements
- ▶ Denave's demand generation engine ensured consistent flow of significant number of BANT qualified leads that helped client achieve its business objective



## PROGRAM REACH

📍 Taiwan, Indonesia, Philippines, Thailand, Malaysia



## THE RESULT

- ▶ Generated USD 10 Million worth of PC leads with sale of 19,000 units of PC/Notebooks.
- ▶ Overhauled the New customer acquisition numbers and increased the customer base in the mid-market segment while ensuring a new set of customers for future