



SALES AUTOMATION

Denave's DENCRM, a GDPR compliant tool helped achieve more than \$150,000 in revenue



CLIENT

Global leader in technology industry



BUSINESS OBJECTIVE

Developing tool/portal to enable the client to optimize customers' IT infrastructure and cyber security in compliance with GDPR guidelines.



THE CHALLENGE

- ▶ Unavailability of any effective tool/portal to cull out licensing insights with subject matter experts
- ▶ Getting valid cost optimization recommendations
- ▶ Cloud migration planning posed difficulty in the existing licensing infrastructure
- ▶ Unavailability of cyber security guidance
- ▶ Adherence to GDPR guidelines



THE DENAVE EDGE

DenCRM, Denave's proprietary CRM tool was customized to enable

- ▶ Sharing the licensing infrastructure with subject matter experts
- ▶ Sharing engagement related documents in real-time and updating notes from customers meet
- ▶ Safely storing documents in the repository
- ▶ Most importantly, DenCRM is now GDPR compliant.



PROGRAM REACH

📍 Germany



THE RESULT

Delivered Effective License Position for 200+ customers that contributed to more than \$150,000 in revenue