



Denave's B2B software asset management and compliance Tele Engine delivered 50x ROI for a global IT Major in one fiscal year alone



CLIENT

A global technology leader



BUSINESS OBJECTIVE

Major objective was to ensure compliance with client's licensing policies while simultaneously meeting the revenue goals. Requirement was of educating and driving organizations to adopt client's cloud services as a solution. In the meanwhile, we were also looking to reduce piracy in the new and developing markets and generating incremental revenue in the process.



THE CHALLENGE

- ▶ Lack of manpower and excessive cost of resources
- ▶ Lack of market insights and database procurement along with limited management capabilities



THE DENAVE EDGE

A strong understanding of regional nuances backed by native language speakers who were infact licensed and compliance certified and adopted proven methodologies. Denave had structured a 5 step tele-compliance process:

- ▶ **Profiling:** Data procurement and management services
- ▶ **Program Introduction:** Multilingual support to avoid language barrier
- ▶ **Gap identification:** Effective license positioning deciphering the deployment
- ▶ **Gap settlement:** Driving cloud as a solution (Cloud Transformation) for license shortfall
- ▶ **Review closure:** Effective revenue recognition mechanism and maintaining high customer & partner experience



PROGRAM REACH

📍 Asia Pacific (APAC) covering Australia & New Zealand as well



THE RESULT

- ▶ Keeping in sync with our clients, the Tele Compliance team was able to successfully transition towards increasing the cloud product's contribution to the overall revenue while achieving an unprecedented USD 100 million milestone.
- ▶ Delivered 35x ROI in the Small and Medium Business's segment and 90x ROI in the Corporate and Enterprise customer segments.
- ▶ Generated 106 million dollars in 2016/17 as incremental revenue through the Tele Compliance Engine while addressing piracy in the developed and emerging markets.
- ▶ 30% (SMB 30% and CA&EPG 27%) of the total revenue generated through cloud solutions while meetings and on occasions over achieving the steep targets set by the client.