



Denave's robust program management ensured SMB market penetration along with seamless enablement of the partners for world's largest PC vendor



CLIENT

World's largest personal computer vendor



BUSINESS OBJECTIVE

Client's prime objective was SMB market penetration and increase in sales of its products (Laptops/Desktops) through Inside Sales Representative engine. Also, they were looking for managing their end-to-end sales lifecycle & order processing through a back-end support engine.



THE CHALLENGE

- ▶ Limited resources
- ▶ Short execution timeline



THE DENAVE EDGE

- ▶ Extensive research based approach to leverage the existing database to the maximum
- ▶ A robust program management that ensured seamless delivery
- ▶ Strategic enablement of the partners to guarantee consistent output from the efforts employed
- ▶ Also, we are rendering our Program Management services to customer which help client to ensure:
 - o Capitalizing on available customer DB with the help of Primary & Secondary Research
 - o New process implementation to drive SLAs with in time frame
 - o Detailed quality process implementation to maintain effort metrics hygiene
 - o Marketing activity for partner awareness
 - o Driving partner enablement events



PROGRAM REACH

📍 APAC (Malaysia, Thailand, Indonesia, Vietnam, Sri Lanka, Bangladesh, Philippines)



THE RESULT

- ▶ Within the span of 1.5 years, we were able to penetrate the SMB market for the client while simultaneously ensuring a seamless partner enablement
- ▶ 12000+ unique customers touched by the client
- ▶ Over 30% conversion rate achieved