



CLOUD SALES & ADOPTION

Denave Cloud Adoption Program helped a global technology firm to increase the cloud revenue by 189% Y-o-Y



CLIENT

Global leader in high technology industry



BUSINESS OBJECTIVE

Client wanted Denave to help increase the cloud adoption within their customer base. Idea was to migrate on premise existing customers and new customers to cloud which would help them to increase the revenue Y-o-Y for Cloud specific products. This was ultimately missioned to increase the cloud mix on the overall sales revenue.



THE CHALLENGE

- ▶ Partner engagement to drive SMB penetration
- ▶ Awareness on Cloud products
- ▶ Adoption of Cloud by the customer



THE DENAVE EDGE

- ▶ SMB market understanding and product knowledge
- ▶ Knowledge assimilation, transfer & adoption
- ▶ Consultative selling approach and value proposition for customers



PROGRAM REACH

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



THE RESULT

- ▶ Increase in the size of the pie by revenue generated from Cloud products
- ▶ 14% Y-o-Y increase in cloud share across the geos
- ▶ Recurring revenue for the client by selling and closing of subscription based products
- ▶ Client achieved 189% YoY revenue growth across the geos