

## CASE STUDY

### Sector: Software Application Services



#### **COMPANY PROFILE**

A software application development company, focused on mobile and cloud technologies. They have also built a cloud-based Compliance Communication product.



#### **CURRENT PAIN POINTS**

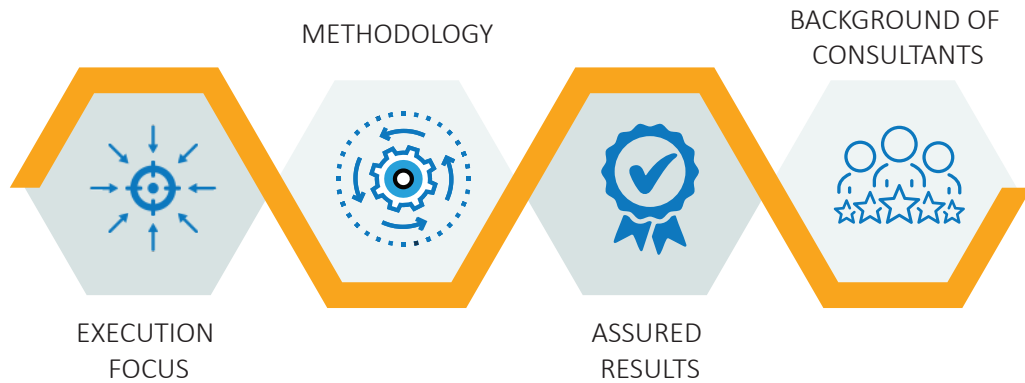
- Weak pipeline for mobile projects. Strong competition
- Long sales cycle and poor proposal conversion
- Slow Revenue and Cash flow. High BD costs

#### **Additional Needs:**

- Commercial launch of the Compliance product
- Acquiring customers and channel partners
- Generating healthy pipeline and Sales forecast



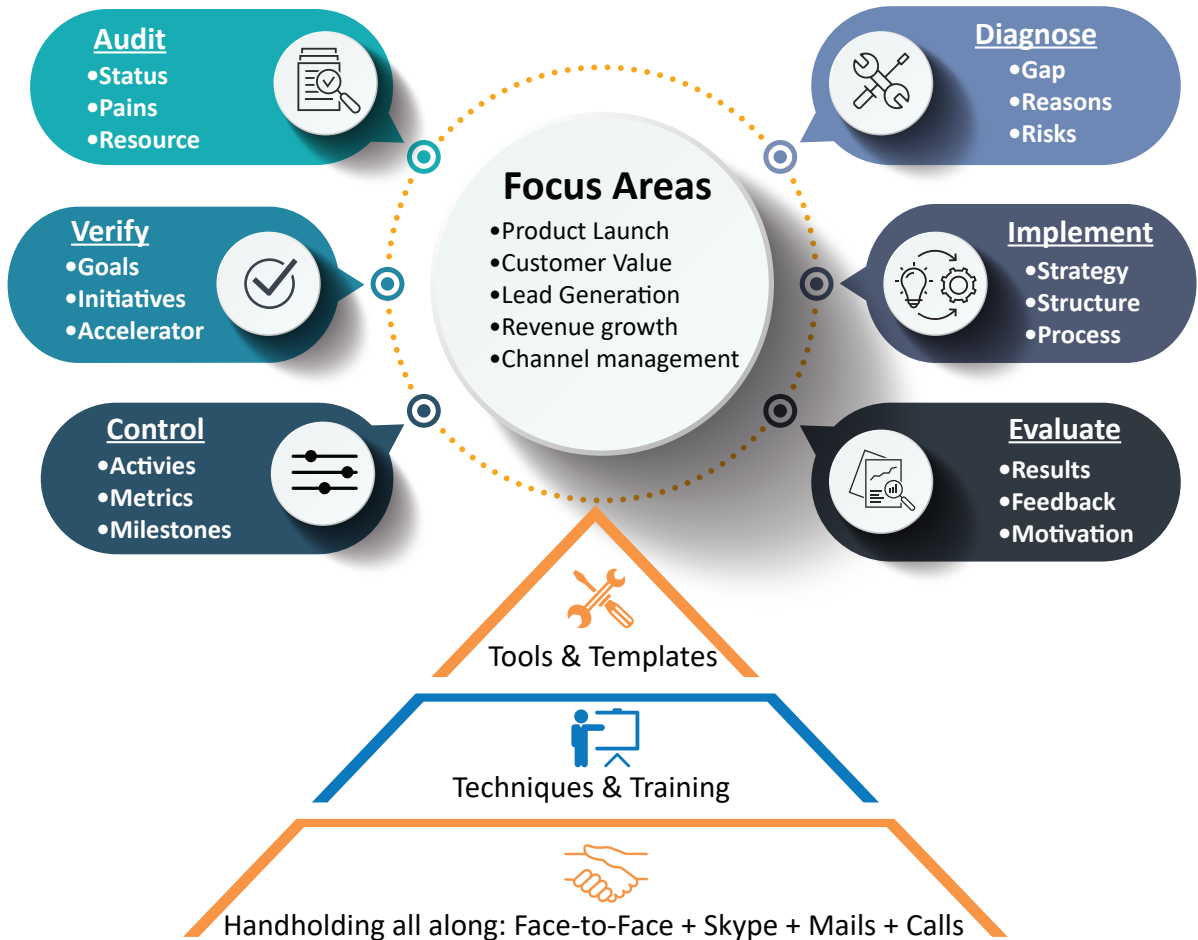
## WHY THEY CHOSE BIZWIN



## OUR SOLUTION

GOLD CATEGORY ENGAGEMENT FOR 12 MONTHS

### SAGE Framework + ADVICE methodology

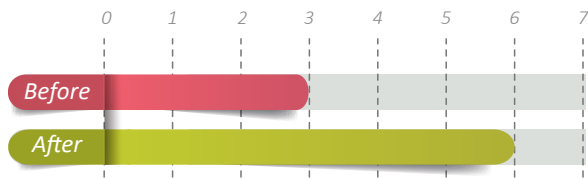




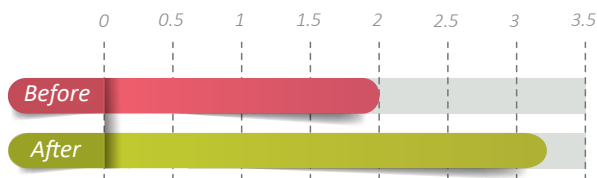
## RESULTS

### Benefits (Mobile projects)

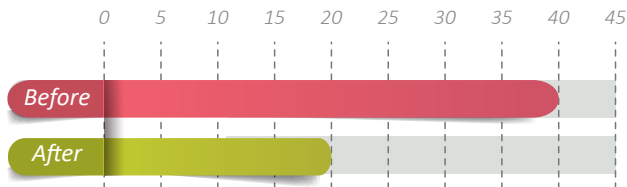
#### Avg. No. of Leads per week



#### 12-month Sales (Mn)

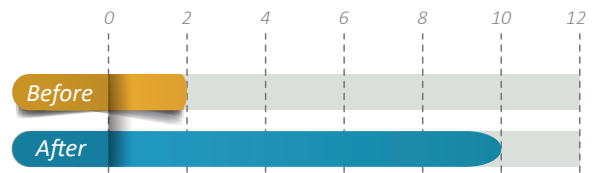


#### BD Cost as % of Sales

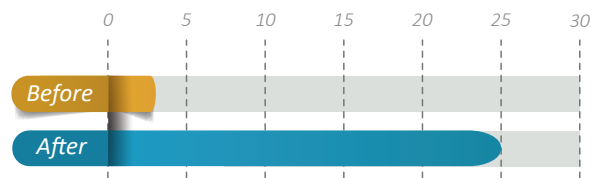


### Benefits (Compliance product)

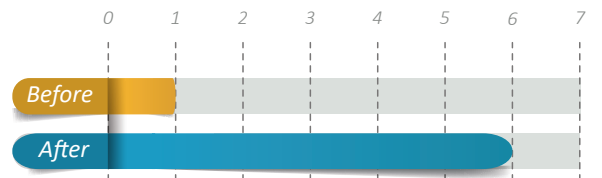
#### No. of New customers (12-month period)



#### Sales Pipeline (New Opps in 12-months)



#### No. of Channel Partners (in 6-months)



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