

Case Study

Networking a \$1 Billion Incremental Revenue

WorkOut

Aligning Your Organization for Change

Situation

As the tech industry has evolved in the past decade, a very influential group within the industry, ISVs (Independent Software Vendors), has emerged. This group develops highly specific software applications, usually enterprise-wide, for their customers. ISVs derive their power from their ability to influence their customers to procure certain preferred brands of software, hardware and services.

Solution

One Fortune 50 client asked us to design a WorkOut that would help improve relations with the ISVs. In doing so, they hoped to become a preferred brand, increasing sales. Diligent Innovations held two sessions, the first in North America, and the second in Singapore, where the majority of the largest and most influential ISVs were headquartered.

Results: \$1 Billion in Incremental Revenue

Both sessions were highly successful and exceeded our client's expectations. The client tracked the results beyond the 90-day implementation periods, and was delighted to discover that this initiative increased revenue in excess of \$1 Billion!



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