

# Impact of IBM's SVI Process on ZenSOFT's Business



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# SVI as Business Catalyst

## Pre-SVI

- Lower revenue for organization
- Deal lost meant efforts being uncompensated
- Lower investment by and within the organization in
  - Resources
  - Competency Building
  - Certification
  - Size of Teams
  - Focussed efforts in building an opportunity
- Threat due to last moment entry by a competitor on ground of prices

## Post-SVI

- Increase in revenue by 4 times, also resulting in increased profitability
- More predictable cash-flow
- Focused efforts in opportunity building
- Involvement with the customer without a fear of losing
- Growth in the value chain of customer
- Increased investment capacity of organisation in the customer (more sales & technical engagement)
- Dedicated Team Member to monitor and track opportunity progress in SVI system
- High risk appetite in sales cycle



# Impact on ZenSOFT's Business

- More credit to all the team members (sales and presales)
  - Resulted in more commitment to visible result oriented approach
- IBM SSM mapped to SVI process
  - Associated mapping into ZenSOFT's Sales Cycle Process
- Increased sales cycle maturity
- Teams are inspired like never before: Right flywheel is set and running
- Increased investment capacity of the company has allowed the company to invest more in resources