



Microsoft
Partner

Deal landed in new market with no presence, priced higher than local competitors

A Perth based client specialising in workplace productivity solutions was tendering for a major contract in another State's highly competitive market which, if successful, would allow them to take their brand National. This client faced several challenges they could not solve using traditional methods. Empowered by Yappy's

KDM Advantage solution, the client communicated the value of their offering over the competition, educating and aligning all decision makers, while mitigating perceived risks. The client not only won the contract, beating local competitors, it was the largest contract in their company's history.

Tender success in a new State would take them National. KDM Advantage empowered them to overcome the many challenges standing in the way of that goal.

Client: Workplace Productivity Company

Client size: 50+ employees with more than 50 years in operation

Country: Australia, Western Australia

Industry: Government

Yappy Service: KDM Advantage Core



Yappy Group

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Yappy Group, workplace productivity client and KDM Advantage.

Client challenge

Founded in the 1960s the WA client wanted to evolve into a National full-service provider. Winning a government tender opportunity in another State would propel them to achieve this. Though, they were tendering against local companies, without reputation or relationships in that State, priced 30% higher than the nearest competitor in a highly cost-sensitive tender. WA's COVID-19 stance also created market perceptions that WA companies couldn't be relied on in case they were suddenly locked down.

Yappy Group solution

Using a data-backed approach to communicate the client's offering value & mitigate false reliability or cost-related risks, Yappy educated & aligned decision makers affecting the outcome, including key people across multiple entities. Integrating the KDM Advantage platform with Microsoft Azure's world-leading data analytic services, Yappy's data predicted the decision date, allowing the client to be informed and proactive in tender panel discussions.

Client outcomes

Within three months, Yappy's data indicated significant peaks of the key decision makers' attention. Directly following that insight, the client received a phone call from a tender key decision maker who they hadn't spoken to before. The client overcame complexities which unexpectedly extended the process, to win the highly competitive contract, beating local well-known competitors. It was the largest business deal they'd won in company history, in the highest margin they had ever made a deal in.



Client won their **largest deal in company history** in the **highest margin** they had ever made a deal in, in less than 12 months of turning on KDM Advantage – **doubling the size of their business**.



Client successfully **won major tender in new market, priced 30% higher** than nearest local competitor. They **did not have to compromise** on their **offering's value** even in a highly cost-sensitive tender.



KDM Advantage **data directly correlated** to the client's real-time engagement experience with key decision makers affecting the tender outcome.

