



Microsoft
Partner

Solve the challenges standing in the way of your company's strategic growth

Yappy's Client was a well-established supplier of premium construction manufacturing products in Western Australia's commercial & residential construction market. COVID-19's economic impact left the business struggling to grow. Pivoting verticals to focus on winning contracts in the civil infrastructure industry would enable continued

growth, though was traditionally not viable given the lengthy timeframes. Empowered with the untraditional capabilities of the KDM Advantage tech-solution and full service, this client successfully pivoted vertical during a recession and doubled their market share within two years of using Yappy's KDM Advantage.

Promptly pivoting vertical to overcome industry instability, led to doubling company market share in less than 2 years of using KDM Advantage

Client: Construction Manufacturing Company

Client size: 400 – 500 employees, more than 7 branches across Australia

Country: Australia, Western Australia

Industry: Infrastructure

Yappy Service: KDM Advantage Core

Yappy Group

www.yappy.com.au | sales@yappy.com.au | 1300-880-238

Yappy Group, Construction Manufacturing Client and KDM Advantage.

Client challenge

A client was a well-established supplier of premium construction manufacturing products across three Australian States. COVID-19 shifted the WA commercial & residential construction market into a period of instability, preventing the client's growth. To survive the recession and meet their growth goals, they needed to pivot industry vertical and focus on winning civil infrastructure contracts in WA. Traditionally, this would have been an unviable strategy due to time restraints.

Yappy Group solution

Integrating the KDM Advantage platform with Microsoft Azure's world-leading data analytic services, Yappy worked with the client to influence market perceptions among the right people at the right mining related companies, educating and aligning key decision makers to move our client from being considered one of many choices in the new vertical, to the right and only choice for major contracts. KDM Advantage used a data-backed approach to amplify client strengths & mitigate perceived weaknesses.

Client outcomes

Empowered by the KDM Advantage solution integrated with Microsoft Azure, the client successfully pivoted verticals in economic recession. Promptly developing a leading reputation with the right people at the right infrastructure companies, their capabilities and strengths of being a reliable supplier outside of the construction industry, became known. They doubled their market share in less than two years of turning on KDM Advantage.

- ✓ Client doubled their market share in **less than two years** of using the KDM Advantage Solution.
- ✓ Client successfully pivoted industry vertical during a period of economic recession, **winning major contracts** in an industry where they had no existing reputation, relationships or previous work.
- ✓ In the time of using KDM Advantage for their business, the client **gained 25% market share** for their product.

