



Win more business®

Microsoft
Partner

Major infrastructure contract won despite having no market presence or foot in the door

Yappy's Client, a Construction Manufacturing Company, had operations across Australia. Though well-established in WA, their NSW division was struggling to win business. They knew winning work with an identified NSW company would set them up for success, though

had tried, unsuccessfully, for more than two decades to win work with the company. Enlisting the KDM Advantage solution to educate and align the right people in the identified company and market, 18 months later, a \$20m order was placed.

Landing the business strategic to hitting your growth goals, from a company who never gave you the time of day. The KDM Advantage.

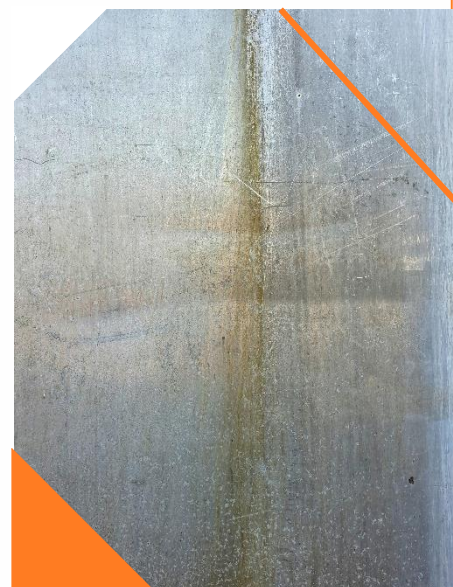
Client: Construction Manufacturing Company

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

Country: Australia, New South Wales

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 Construction Manufacturing Company client, had operations across Australia. Though well-established in WA, their NSW division was losing deals and struggling to grow. Their CEO advised they struggled to secure business meetings and when they did, they were often not taken seriously or asked, "Who are you?" They knew winning work with an identified NSW company would be pivotal to achieving their goals, though had tried, unsuccessfully, for more than two decades to win work with that company.

Yappy Group solution

Yappy effectively educated and aligned all the right people in the identified company and wider market through the KDM Advantage tech platform and full solution, including integration with Microsoft Azure's world-leading data analytic services; ensuring decision makers from CFOs to Site Managers, understood the client's capabilities and capacity. The client soon developed a reputation for being capable, reliable and a significant force in the NSW commercial and residential construction industry.

Client outcomes

Under 18 months the identified company the Client struggled to win with, placed a \$20million product order worth a third of the client's total NSW turnover, without ever having met them. Their NSW order books were full within 18 months of working with Yappy. The product output goal the Client had wanted to produce annually, was being produced monthly less than two years into their KDM Advantage Program



An order worth **1/3 of the Client's total NSW turnover**, was placed by a company the Client had been trying to win work with for two decades, less than 18 months after using the KDM Advantage Solution.



The product output goal the Client had wanted to produce annually, was being produced **monthly** less than two years into their KDM Advantage Program.



The Client went from being unknown in NSW to having potential clients call them quoting word for word messaging about their strengths and capabilities. They advised Yappy in **less than 12 months** they had gained a reputation as one of the best, **most respected suppliers in their field**.

