

Keep Calm and let WebEx Calling take charge!!



Deal Size : \$670K

Account Name: The Executive Centre
Partner Name: Konverge Technologies
Architecture: Collaboration

About TEC:

TEC is the World's leading premium flexible workspaces. Present in **15 countries, 33 cities, 200+ centres**, and with **47,000+ members**. TEC provides tailored enterprise solutions, private workspaces, coworking space, virtual offices, and meeting and conference room facilities.



Opportunity Background:

The customer utilized Delta Path IP PBX, serving 3000 users, with a tailored call billing and recording solution as its primary calling platform service for end customers. The current on-premise setup comprises multiple servers for PBX, recording, and billing, deployed across various office locations. Cisco IP phones, spanning 7800 and 8000 series, along with Cisco gateways, complement the infrastructure.

Customer Challenges:

- Calling usage and adoption
- No cloud roadmap
- No softphones feature
- Interoperability issues with chat platform and MS apps
- Support issues



Winning Strategy:

In the past three quarters, our team has diligently collaborated with IT, user, sales and business teams to identify pain points in the existing setup and define key business outcomes for this vital project. Our strategic approach involved conducting POC trials for Cisco cloud calling at two centres, integrating WebEx app for calling and messaging, and closely working with system administrators to master control hub functionalities. These efforts instilled confidence in customers regarding support, troubleshooting, and maintenance.

We also collaborated with the finance team to develop center-wise costing, incorporating total cost of ownership and return on investment calculations. Subsequently, we presented these findings to the CFO for discussion. Furthermore, we engaged with TEC's sales team to demonstrate the value of Cisco's brand, emphasizing the potential ROI and new business opportunities associated with our cloud calling offerings.

Managing stakeholders effectively, including executives, finance, IT, and our partner, was critical throughout this project. The Accounts team played a pivotal role in securing the deal with optimal margins, showcasing their adeptness in managing customer interactions and engagement, which proved instrumental to the project's success.

Win Highlights / Deal Size

Sealing a Whopping \$670K Deal for India Location.

- Streamlined Calling and Messaging Platform
- Tailored call billing and recording solution
- Elevating Cisco as the premier collaboration brand in TEC Offerings



Competition: Delta Path

Winning Team:

- **Account Team:** Sameer Pokharia, Ravi Mishra, Abhijit Dutta
- **Architecture Team:** Shilpa Garg, Karan Kapoor, Ramneet Kaur
- **Finance:** Santhosh V Singh, Roopa MC, Akshay Jain
- **Channels:** Bhavya Tavadia
- **Leadership Support:** Minhaj Zia, Annamalai Ramanathan



Thanks & Regards,

Shiva Kumar Y
 Managing Director Sales (Commercial & SMB)