

# A Japanese conglomerate witnessed a **30% IMPROVEMENT IN SALES PERSONNEL PRODUCTIVITY** with Cybage

## ABOUT OUR CLIENT

A Japanese electronics and electrical equipment manufacturing company needed to accelerate collaborative creation with its customers.

**Power and Energy**

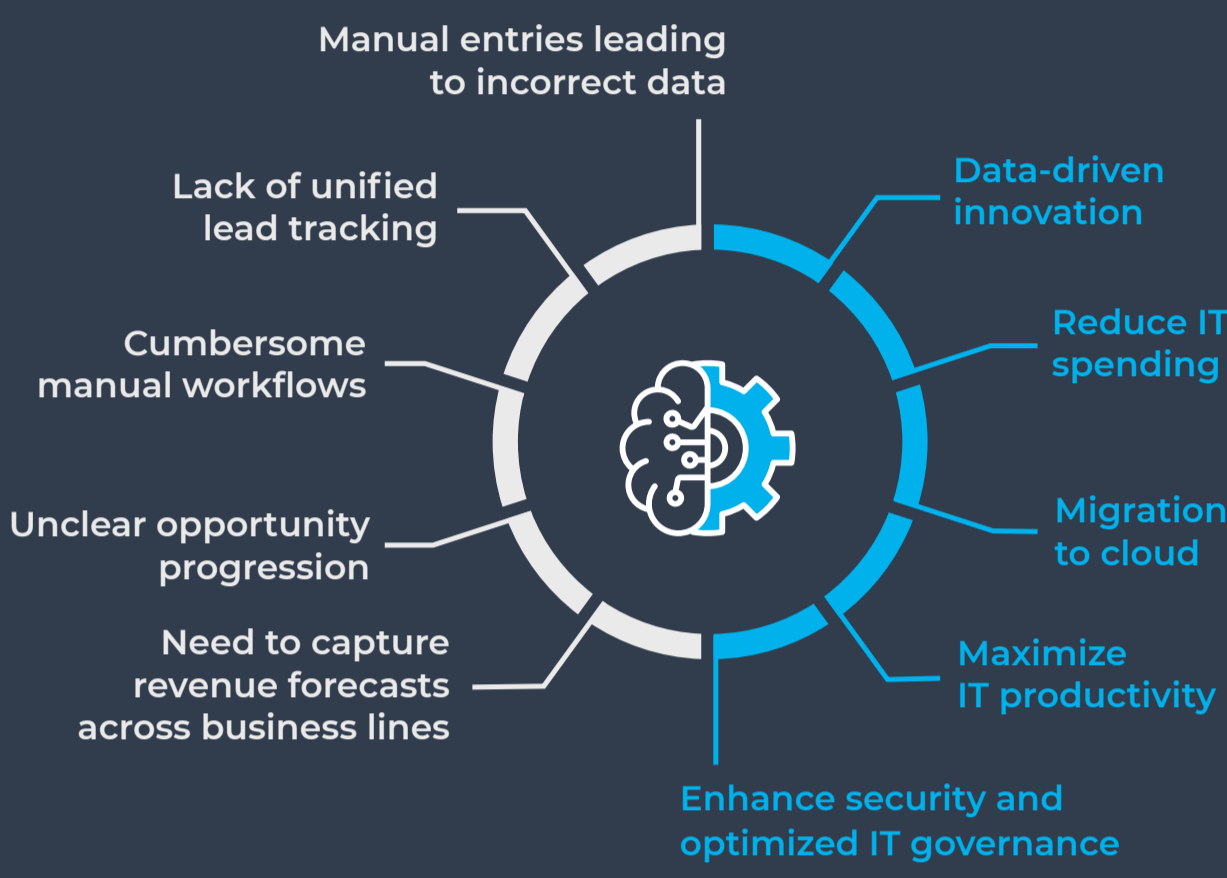
**Industrial Distribution**

**Urban and Public Sector**

**Finance and Healthcare**

## THE CHALLENGES

## THE REQUIREMENTS



## PARTNERING INNOVATIVELY THROUGH A CONSULTING-LED APPROACH



Employ innovation as a next-generation partnership.

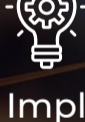
Provide innovation through our services.

Create innovation in diverse regions of the world.

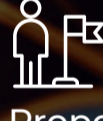
## CYBAGE INVOLVEMENT



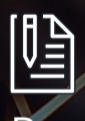
Understanding current business flows



Implementing and automating calculation of forecast revenues



Proposed, implemented, and automated a lightning UI-based solution for lead generation



Preparing and implementing design and workflows in SF



Securing data of candidates participating in testing therapies

## THE IMPACT



Internal cost reduced by **1 Billion Yen**



IT spending run-to-growth ratio reduced by **20%**



**Improved efficiency** for process, data, and reporting standardization



Automated workflow system to reduce approval time by **20%**

## CYBAGE MARKETING SERVICES

**Content Management**

**Data Optimization**

**Email Template Creation**

**Marketing Automation**

**Campaign Reporting**

**Data/Audience Segmentation**

**INNOVATIVE PARTNERING FOR AUGMENTED EFFICIENCY**

[www.cybage.com](http://www.cybage.com) | [digital@cybage.com](mailto:digital@cybage.com) |