

Zencode CASE  
**STUDY**



**ZENCODE**

Helps Largest Australian Telecommunications Company with Sales

# **Ensure Compliance in Sales Cycle with Government Agencies**

# AT A **GLANCE**

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## Telecommunications

Within an Australian telecommunications company there was a difficulty by the sales team in compliance with local government agencies with their different products, which lead to regional sales team often pitching products that were non-compliant with specific countries regulations .

However with Zencode it was able create a customised sales system integrated to the legal department to ensure that sales of particular products at government level was easily referenceable with relevant government regulations





# SERVICES

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Industry : Telecommunications  
Location : Worldwide  
Employees : over 32,000  
Services : Sharepoint, Customised Development

CASE STUDY



# THE ORGANISATION

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Since its establishment in 1975, the brand has expanded its reach beyond being a national telecommunications provider

The organisation is headquartered in Australia and operates the largest submarine cable network in Asia Pacific with a global staff strength of more than 32,000 employees and a revenue of 26 billion AUD.

They believe the more connected people are, the more opportunities they have. That's why they help create a brilliant connected future for everyone, everyday. And that's why they have an international presence spanning over 20 countries.



# TELSTRA

## THE CHALLENGE

Faced with the challenge of creating a global sales and compliance system using Sharepoint within the organisation.

With so many different regions with different regulatory needs and product fit, it was difficult for sales agents to ensure that the product they were thinking of pitching fit the regulatory environment within the 20 over countries.

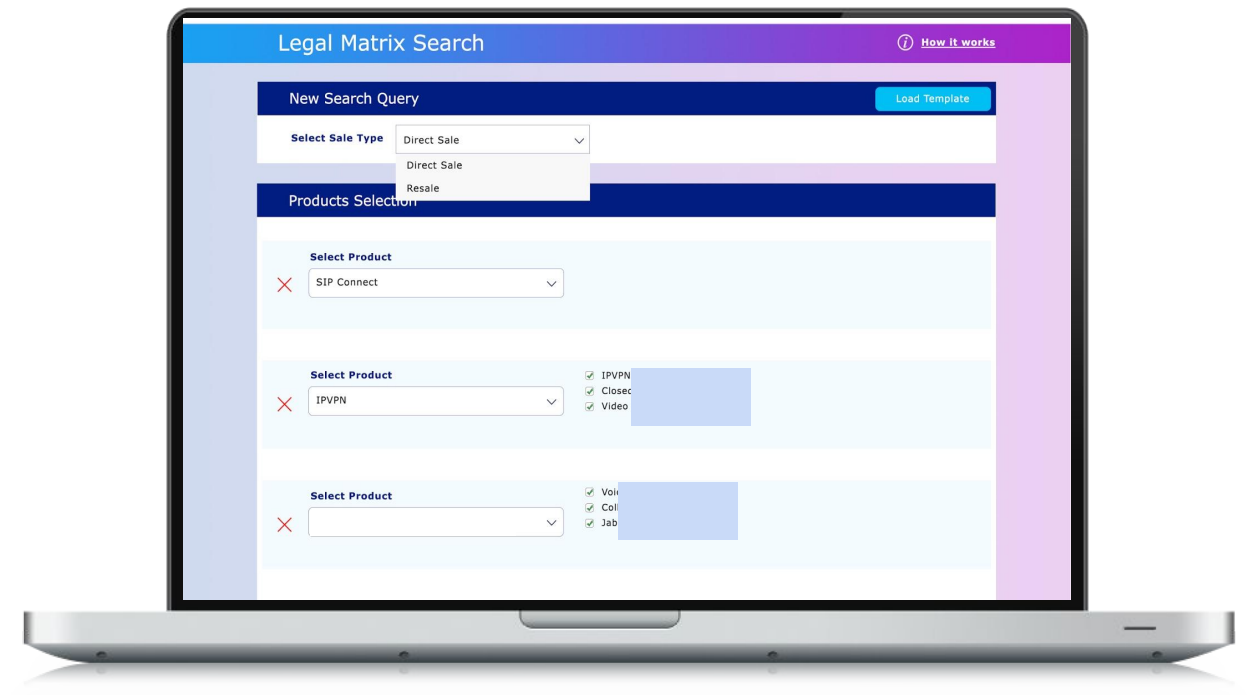
Further to this the regulatory environment would keep shifting for all the different telecommunication products which would present a problem for legal to update their sales teams as they negotiated multi million and sometimes billion dollar contracts.

### CASE STUDY

# THE SOLUTION

## To use Zencode's capabilities in Sharepoint Development

To use Zencode's capabilities in Application Development using Sharepoint. Zencode pulled data from internal systems and used data analytics techniques to sift through legal team documents and sort the products effectively. It was then able to create a legal matrix and show that relevant data for decision making. Through this Zencode was able to reduce sales cycles and legal team's involvement in day to day operations





## *With Zencode's Application Development:*

With Zencode's Application Development: Zencode has expertise in structuring data in large enterprise environment, integrating different systems together , creating the right solution architecture and creating natural business flows that have great user experience.

Regardless of technology be it Sharepoint, .NET, Java, PHP or Javascripts Zencode is able to exceed the customer's requirements

CASE STUDY

The screenshot displays the 'Legal Matrix Search' application interface. At the top, a blue header bar contains the title 'Legal Matrix Search' and a link 'How it works' with an information icon. Below the header, a dark blue bar labeled 'New Search Query' features a 'Load Template' button. The main form area includes a 'Select Sale Type' dropdown menu with options 'Direct Sale' and 'Resale'. Below this is a 'Products Selection' section with three rows. Each row has a 'Select Product' dropdown menu and a list of checkboxes. The first row shows 'SIP Connect' selected. The second row shows 'IPVPN' selected, with checkboxes for 'IPVPN', 'Closed', and 'Video'. The third row shows an empty dropdown, with checkboxes for 'Voic', 'Coll', and 'Jab'. Each row also has a red 'X' icon and a blue rectangular button.