

MediMo Case Study



**Reviving Revenue for a 15-Year-Old NCR-Based
IT Services Company**

Sustaining Revenue in a Competitive & rapidly evolving IT Market :

Executive Summary:

A 15-year-old IT services company in NCR, Delhi, with a team of 80 professionals, faced a severe revenue crisis after losing a key client that contributed a major portion of its income. Through MediMo's revenue generation services, the company not only secured a multi-year, high-value product-based client but also gained a referral client. Within 12 months, the company participated in eight RFQs with diverse customers—significantly reducing its dependency on a single revenue source.

Introduction

Established in 2011, the client specialized in IT services for retail, warehouse management, and systems integration. The sudden exit of a major client left the company struggling to sustain operations, with underutilized resources and no large-scale projects in hand. This case study outlines how a strategic intervention helped secure a major client in record time, build a future-ready sales approach, and minimize revenue concentration risk.

Problem Statement

How can an IT services company facing a sudden revenue loss gain new customers quickly and develop an organic, sustainable business development strategy?

Background

- **Industry Focus:** Retail, warehouses, systems integration.
- **Strengths:** Agile team, proven track record in product delivery, young engineering talent from Tier-2 cities.
- **Weaknesses:** Heavy reliance on founder-led, reference-based sales; lack of formal business development processes.
- **Competitive Landscape:** Highly competitive with numerous players offering similar services.

Methodology

- 1. Historical Sales Analysis** – Studied past deal cycles, sales channels, and closure timelines.
- 2. Customer Feedback Surveys** – Captured insights from existing and lapsed clients.
- 3. Competitive Benchmarking** – Assessed positioning versus market leaders.
- 4. Stakeholder Interviews** – Consulted program managers and senior consultants for ground realities.

Analysis & Insights

SWOT Summary:

- **Strengths:** Deep domain expertise, strategic technical intelligence.
- **Weaknesses:** Absence of a dedicated business development function.
- **Opportunities:** Leveraging transformation in client industries AI-driven.
- **Threats:** Price competition, stronger branding from new-age companies.
- **Key Survey Insight:** 47% of lapsed customers cited the company's lack of proactivity in problem-solving and solution proposals.

Implementation Plan

Month Activity

- 1st Conduct historical sales and revenue analysis.
- 2nd Execute customer and internal team surveys.
- 3rd Finalize sales and positioning strategy.
- 4th Phased rollout of new sales approach.
- 5th Monitor KPIs, refine tactics, and scale.

Results

- Secured a multi-year product-based client largest revenue contributor in company's history.
- Gained an additional referral client from the new customer.
- Participated in 8 RFQs in 12 months with varied clients, reducing single-client dependency.
- Built a healthy sales pipeline for sustained growth.

Conclusion

By repositioning its offerings around AI and implementing a structured, proactive sales strategy, the company transitioned from crisis to growth. MediMo's revenue generation framework not only revived the business but also created a diversified, future-ready revenue stream—ensuring long-term stability and scalability.