

Case Study: Yggdrasil



Dispersed and fragmented legacy systems weren't providing Yggdrasil, a leading solution provider for iGaming vendors, full visibility into their growth potential. In order to maintain their competitive advantage and enhance operations, the company knew they needed to up their own game in terms of tech — and Salesforce turned out to be the best tool for the challenge.

Aware of our partnership with Salesforce and rich track record of building customised solutions, Yggdrasil engaged iTechArt to implement a CRM that would be both flexible and scalable. Within just a few days, we had identified automation opportunities, prioritising those that would be most impactful, most immediately.

First off, our team integrated Salesforce with Outlook and implemented single sign-on technology to eliminate repetitive and predictable tasks. Next, we extended and adopted a data model according to the iGaming industry's best practices.

Finally, upon rolling out the full-fledged Salesforce system, iTechArt engineers also performed comprehensive end-user training to drive solution adoption and achieve higher ROI.

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In just six months, Yggdrasil's productivity climbed 20% and time spent on manual work was split in half; as a result, the company managed to expand their offering by 40 more games in 2020 alone.

Next up? We plan to upgrade Yggdrasil's Salesforce licence to the Enterprise edition, connecting their CRM to a range of business-critical tools, minimising human error, and generating countless new leads.

6

months of active
engagement



Full-cycle Salesforce
implementation

20%

more efficient
management system