

Yggdrasil



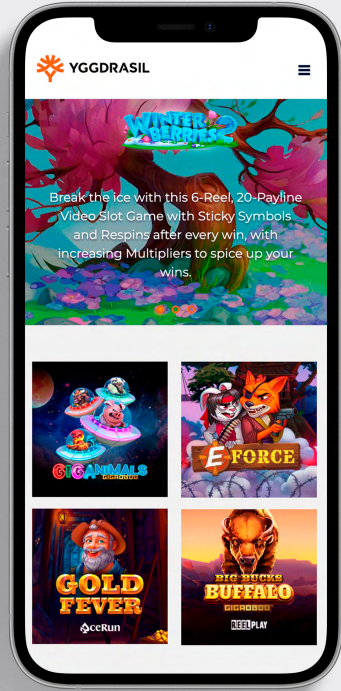
Dispersed and fragmented legacy systems weren't providing Yggdrasil, a leading solution provider for iGaming vendors, full visibility into their growth potential. In order to maintain their competitive advantage and enhance operations, the company knew they needed to up their game in terms of tech —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

Aware of our partnership with Salesforce and rich track record of building customized solutions, Yggdrasil engaged Vention to implement a CRM that would be both flexible and scalable. Within just a few days, we identified automation opportunities, prioritizing those that would be most effective, 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, Vention engineers also performed comprehensive end-user training to drive solution adoption and achieve higher ROI.

Yggdrasil



11

months of cooperation



full-cycle Salesforce
implementation

20%

more efficient management
system

In just six months, Yggdrasil's productivity climbed 20 percent 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.