

## KPIT's story of How Draup helped in bringing together actionable insights for their Key accounts

## About:

KPIT is a global partner to the Automotive Industry and Mobility Ecosystem for making software-defined vehicles a reality. With engineering centers in Europe, the USA, Japan, China, Thailand, and India, KPIT works with leaders in the automotive and Mobility sectors.

Total Workforce: **12,000+**Total Revenue: **\$418 Million (FY 2022-23)**

## Challenges:

**KPIT was facing several Account Planning challenges such as:**

- Manual research for Account Planning.
- Finding critical Intelligence around the Account's Health Indicators like Financials, IT Spending, Executive movement, Hiring Signals, etc.
- Gathering relevant information from multiple sources and drawing accurate insights

## Solution:

KPIT partnered with Draup to curate actionable and credible information around Account Planning and reduce the manual research efforts of their Internal research and Sales/Marketing teams.

"We're happy with how Draup helps us quickly find the right information for our key accounts. We appreciate the responsiveness and swiftness in turning around the custom reports we need. Big thanks to the amazing team at Draup for their hard work and dedication. They've made a big difference in enhancing the way we can collate client insights and derive actions from them."

**Aman Bhardwaj,**  
Associate Manager, Marketing,  
**KPIT**

## Draup's following modules were used :

**Account Intelligence****Business Intentions****Outsourcing****Braindesk reports**

## Outcome:

**With Draup's Sales Intelligence platform, KPIT experienced multiple benefits:**

- Enhanced Account Planning insights (IT Spend, Executive profile, Real-time Tactical signals for Mass Hiring, outsourcing, etc.)
- Drastic reduction in research efforts for deriving actionable insights for target accounts.