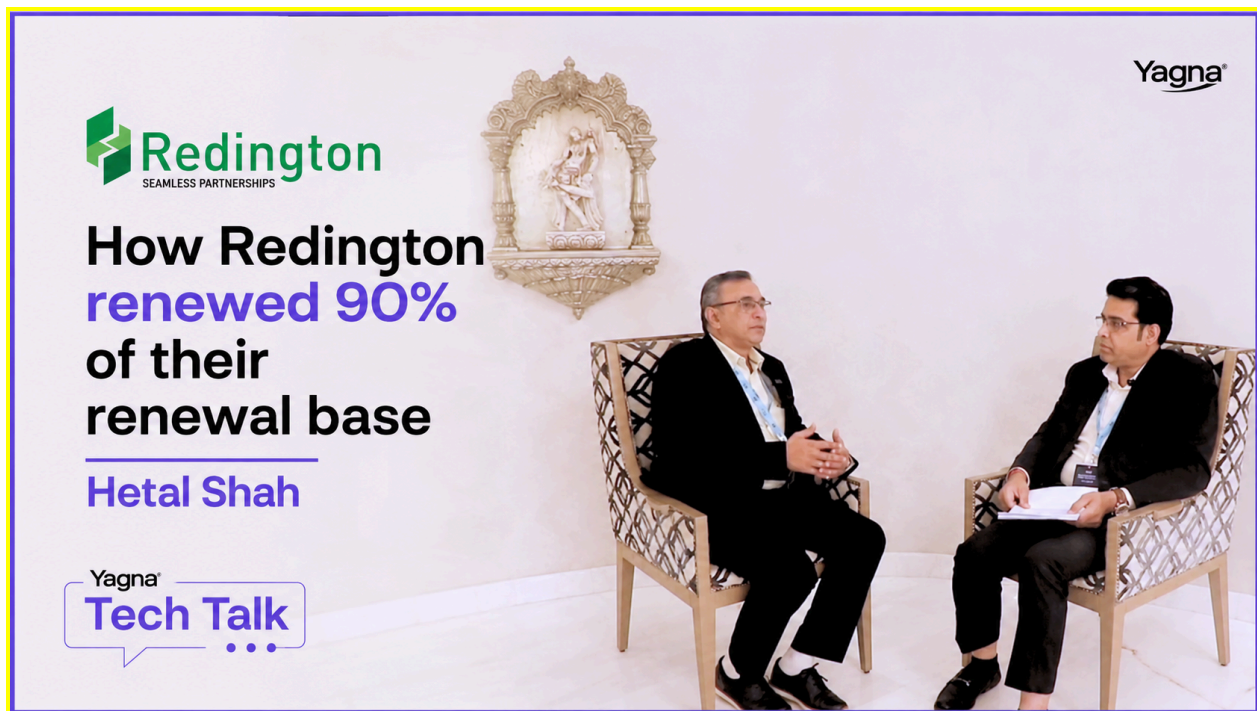


Case Study:

Scaling Renewals at Redington: 50–60% Growth Without adding additional headcount and easily renewed 90% of their renewal base.

Learn how AI-powered renewal intelligence from Yagna iQ helped Redington increase renewal rates by 50–60%, drive predictable revenue, boost productivity, eliminate missed opportunities and scale operations without additional headcount.



About Redington:

[Redington Limited](#) is one of the world's leading technology distributors, with revenue exceeding US\$10 billion (approx. ₹1.17 trillion TTM). The company has built a strong presence across India, the Middle East, Africa, Turkey, and Singapore, enabling technology adoption at scale across diverse markets.

With a robust ecosystem of **300+ partners**, along with global OEMs and ISVs, Redington plays a critical role in connecting technology providers to businesses on the ground. Its strength lies in

deep market reach, strong partner relationships, and the ability to enable scalable growth across the ecosystem.

As the industry shifts toward **cloud, AI, and subscription-led models**, Redington continues to evolve—empowering its partner network to build predictable, recurring revenue streams while accelerating digital transformation across regions.

Organisations transition from traditional sales to predictable, recurring revenue streams.

For years, recurring revenue was treated as a secondary stream—manual, fragmented, and heavily dependent on people.

But today, that model is broken.

- The subscription business now contributes 50%+ of total revenue
- Renewals define future revenue predictability
- Manual tracking = missed revenue, missed customers, missed growth

Redington faced the same challenge.

And then everything changed.

The Breakthrough: Turning Renewals Into a Growth Engine

After adopting Yagna iQ, Redington transformed renewals from a reactive task into a proactive revenue driver.



Key Impact Metrics

- 50–60% increase in renewal rates
- 90%+ renewal achievement consistently
- Significant incremental revenue unlocked from the existing base
- Massive reduction in manual effort
- Predictable revenue visibility across quarters

“From missed renewals to 90%+ success rates — transforming operational gaps into revenue gains.”

- Hetal Shah, VP and Group Head (Technology Solution Group)

Before vs After: What Really Changed

 Before Yagna iQ	 After Yagna iQ
<ul style="list-style-type: none">• Manual tracking across Excel & tools• Missed renewal dates and opportunities• High dependency on human intervention• Low visibility into future revenue• Teams stuck in operational work	<ul style="list-style-type: none">• Automated renewal tracking & alerts• Centralized visibility across OEMs• AI-driven forecasting & insights• Seamless quote generation & dispatch• Teams focused on revenue-generating work

AI in Action: From Data to Decisions

Yagna iQ didn't just automate workflows—it added intelligence.

- Predict renewals months in advance
- AI agents engage customers seamlessly
- Real-time insights into subscription lifecycle
- End-to-end visibility from OEM → Partner → Customer

The result?

No more guesswork. Only predictable growth.

“Post the platform adoption, our renewal rates have gone up by almost 50–60%. It's helping us unlock incremental revenue and scale further.”

- Hetal Shah, VP and Group Head (Technology Solution Group)

Productivity That Compounds

Yagna iQ didn't just improve numbers—it changed how teams work.

- Quotes sent in one click
- Automated communication with partners
- AI agents call partners for the proactive renewal reminders, getting the statuses

- No more time wasted organizing data
- Teams now focus on closing deals, not chasing data

“Today, my team is far more productive. They focus their energy on what brings value—not manual processes.”

- Hetal Shah, VP and Group Head (Technology Solution Group)

Ecosystem-Level Impact

The transformation didn't stop at Redington.

It extended across the entire value chain:

- OEMs gain better renewal performance
- Partners get visibility & predictability
- Customers experience seamless lifecycle management

👉 A complete end-to-end revenue engine.

A Strong Message to Partners

“Without a renewal platform, you're starting from zero every year.”

Modern businesses don't run on guesswork.

They run on:

- Predictability
- Visibility
- Automation

And that's exactly what Yagna iQ delivers.

[Book a call to know more](#)