AVASOFT Modernizes CRM and Marketing Automation with Zeb, Tenon, and ServiceNow®

The Challenge

As a global technology solutions provider, AVASOFT needed to modernize its CRM to support its growing customer base and evolving sales and marketing strategies. The company was previously using Salesforce SFA and Pardot, but siloed systems, data, and limited automation made it difficult to align marketing and sales, track campaign performance, or nurture leads efficiently.

AVASOFT wanted a unified, ServiceNow-based CRM solution that would simplify its tech stack, improve data visibility, and accelerate revenue impact.

The Solution

To deliver this transformation, AVASOFT partnered with Zeb, a trusted ServiceNow Implementor and Tenon partner, to design and deploy a modern CRM flow built on best practices for marketing and sales alignment. This unified solution allows teams to:

- Implementing an intelligent scoring framework to better identify and qualify inbound opportunities using behavioral and engagement data.
- Link prospects, campaigns, and lists for clear visibility into marketing performance and ROI.
- Automate marketing campaigns through email and SMS journeys built in Tenon.
- Attribute campaigns directly to pipeline and revenue outcomes.
- Showcase operational efficiency and best-practice CRM execution.
- Reduce license overhead and integration maintenance costs by consolidating onto one enterprise platform.

The Impact

By consolidating onto ServiceNow CRM and Tenon marketing automation, AVASOFT has streamlined its lead-to-opportunity process, improved visibility across the funnel, and empowered marketing and sales to work in lockstep.

The result is a modern, efficient CRM ecosystem—powered by ServiceNow and Tenon—that equips AVASOFT to operate with agility, insight, and confidence.

At a Glance

- Industry: Technology Services & Digital Transformation
- Global Presence: Offices in the U.S., Canada, and India
- Employees: 1,500+ technologists
- Expertise: Cloud, data, AI, and IT infrastructure solutions
- Customers: 1000+ across the globe

Challenges

- Disconnected CRM and marketing systems
- Limited visibility into lead quality
- Manual processes

Benefits & Outcomes

- Streamlined lead scoring and inbound qualification
- Campaign attribution
- Unified CRM workflows
- Consolidated operations
- Improved data visibility
- Cost optimization

Contact

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