



NICC College Bangalore: Creative Suite Enablement Case Study

How we equipped a premier creative design institution with industry-standard tools, transforming the learning experience for hundreds of students specializing in photography, film, and visual design.

Client Overview

NICC College Bangalore stands as a premier creative design and communication institution in India. With hundreds of students specializing in photography, film, and visual design, they needed industry-grade tools that would prepare students for professional careers.

The college required a comprehensive solution that would standardize creative software access while upgrading their outdated photography equipment.





The Challenge

Inconsistent Software Access

Students lacked standardized access to Adobe Creative Cloud, creating inconsistencies in the learning experience and limiting their ability to complete coursework effectively.

Outdated Equipment

Demand for advanced photography gear significantly outpaced the college's outdated Canon DSLR kits, hampering students' ability to develop professional-level skills.

Budget & Adoption Concerns

The administration wanted cost-effective licensing solutions and smooth adoption without steep learning curves for both students and faculty.

Our Role

As the sales representative team, we were tasked with creating a comprehensive solution that would address NICC's creative technology needs while staying within budget constraints.



Software Licensing

Introducing Adobe Creative Suite campus-wide licensing to standardize software access



Equipment Procurement

Facilitating Canon lens & camera bundle procurement for classroom use



Training & Support

Training faculty and students on new tools and managing annual renewals

Solutions Provided

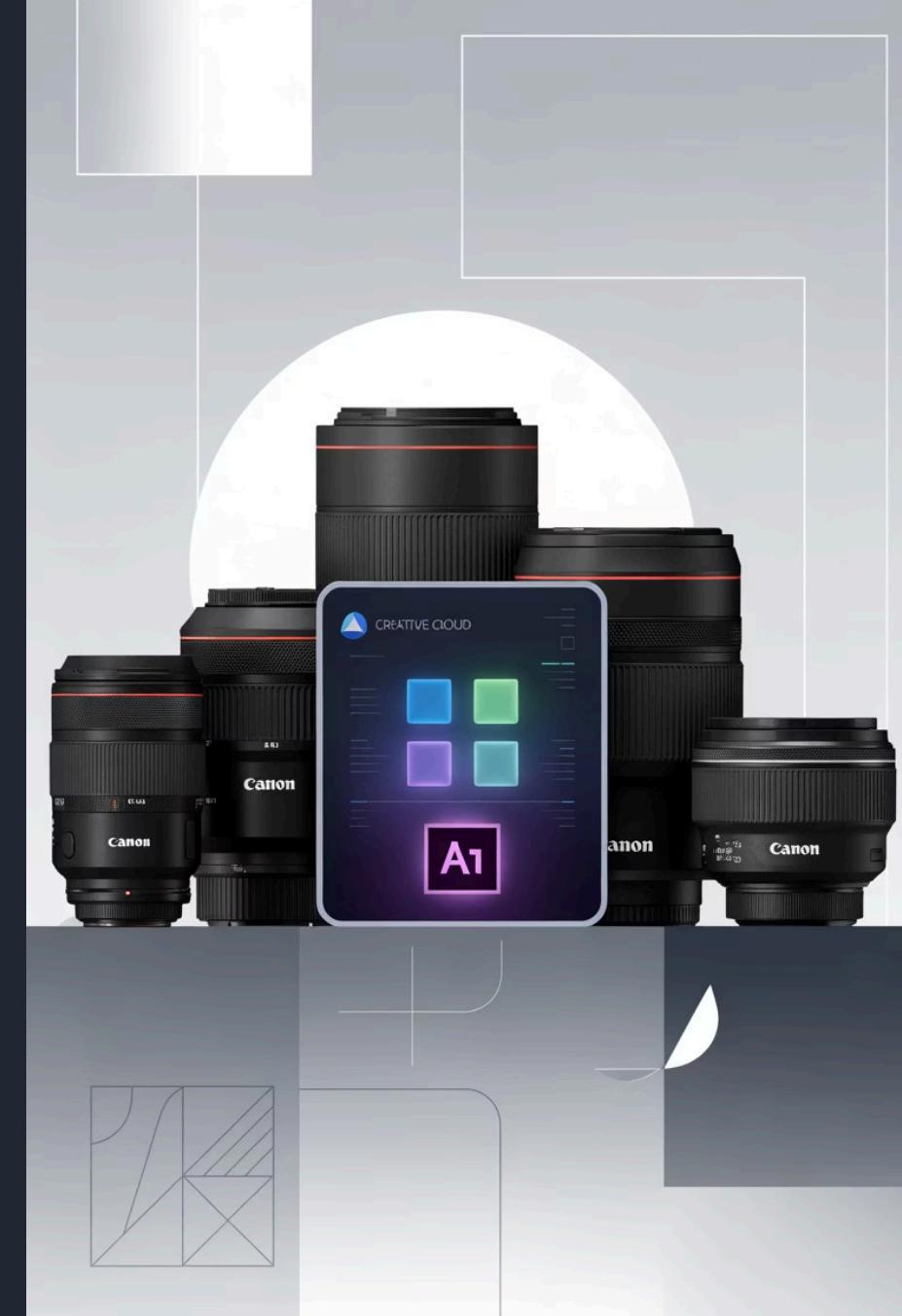
Adobe Creative Cloud Suite

- Photoshop for image editing
- Illustrator for vector graphics
- Premiere Pro for video editing
- After Effects for motion graphics

We also provided on-campus Adobe workshops to ensure smooth adoption and maximize the educational value of the new tools.

Canon Photography Equipment

- Canon EF lens bundles for existing DSLRs
- Canon RF lens bundles for newer mirrorless systems
- Classroom photography kits for hands-on learning



Sales Strategies Implemented



Discovery

Used Apollo for comprehensive prospect discovery to understand the specific needs of different departments within NICC College



Data Management

Implemented Clay Automations to sync data across platforms and maintain accurate contact information



Engagement

Leveraged LinkedIn Sales Navigator for targeted faculty & alumni engagement to build relationships with decision-makers



Campaign Sequencing

Executed sequenced campaigns that moved prospects from Awareness → Demo → Conversion stages

Key Results

300+

Students

Successfully adopted
Adobe Creative Cloud
across the entire student
body

100%

Photo Labs

All photography labs
upgraded with new Canon
lenses and equipment

95%

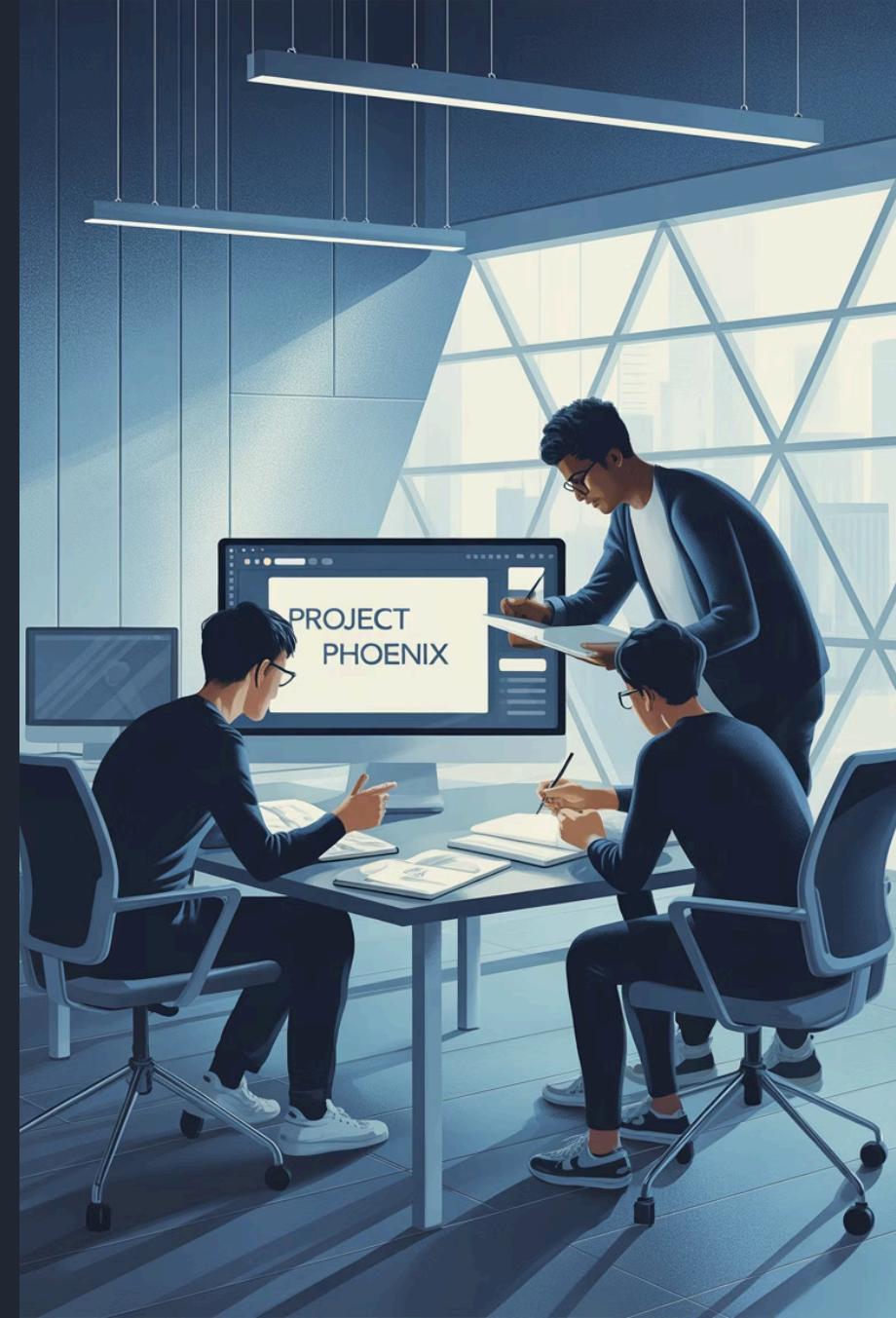
Satisfaction

Student satisfaction rate
with the new creative tools
and equipment

₹2CR

Annual Value

Created an annual renewal
pipeline worth 2 crores



Comprehensive Sales Performance Metrics

Our strategic approach and tailored solutions for NICC College resulted in strong performance across key sales indicators, demonstrating efficiency and significant value creation.

50

Qualified Leads Generated

Initial engagements that met ideal customer profile for NICC.

40%

Conversion Rate

Percentage of qualified leads that successfully became closed-won deals.

₹10L

Average Deal Size

Typical value of a single educational institution engagement.

30

Pipeline Velocity (Days)

Average time a deal spent moving through the sales pipeline.

60

Time to Close (Days)

Duration from initial contact to the final deal closure.

₹50K

Customer Acquisition Cost

Investment required to acquire one new institutional client.

10

Follow-up Touchpoints

Average number of interactions before securing a commitment.

60%

Demo-to-Close Ratio

Effectiveness of product demonstrations leading to successful deals.

Our Streamlined Sales Process

Our comprehensive sales process is meticulously designed to optimize every stage of the customer journey, from initial lead generation to robust performance reporting, ensuring maximum efficiency and conversion.



Lead Generation

Leveraging powerful platforms like Clay, Apollo, and ZoomInfo to identify and capture high-potential leads, ensuring a robust and continuously refreshed pipeline.



Lead Qualification

A rigorous qualification process assesses lead viability and alignment with our ideal customer profile, prioritizing valuable prospects for focused engagement.



CRM Tracking

Seamless integration with HubSpot and Pipedrive allows us to meticulously track every interaction, manage opportunities, and nurture relationships effectively.



Performance Reporting

Comprehensive reporting and analytics monitor key sales metrics, evaluate campaign effectiveness, and provide data-driven insights for strategic decision-making.

Platform & Tools Breakdown

Our sales process is powered by a strategic combination of industry-leading platforms, each playing a crucial role in optimizing efficiency, engagement, and conversion across the sales funnel.



Lead Generation & Discovery

Utilizing advanced platforms to identify, qualify, and enrich prospect data, ensuring a continuously refreshed pipeline of high-potential leads.

- **Apollo:** Comprehensive prospect discovery and contact data for targeted outreach.
- **ZoomInfo:** In-depth company insights and direct dial/email access to decision-makers.
- **Clay Automations:** Automated data syncing, enrichment, and lead qualification workflows.



CRM & Engagement Management

Seamlessly tracking every customer interaction, managing opportunities, and nurturing relationships to drive deals forward.

- **HubSpot:** Full-suite CRM for marketing, sales, service, and content management.
- **Pipedrive:** Visual sales pipeline management for focused deal progression and activity tracking.
- **Integration:** Ensures all communication and touchpoints are logged for a holistic customer view.



Performance Analytics & Reporting

Translating raw sales data into actionable insights, enabling continuous optimization of strategies and forecasting future performance.

- **Custom Dashboards:** Real-time visualization of key sales metrics and KPIs.
- **Conversion Tracking:** Detailed analysis of conversion rates at each stage of the funnel.
- **Forecasting:** Data-driven projections to anticipate revenue and set strategic goals.

Before & After

Before Implementation

- Inconsistent software access across departments
- Outdated Canon DSLR kits limiting student capabilities
- Fragmented learning experience
- Students using personal or pirated software

After Implementation

- Standardized Creative Cloud access for all students
- Modern Canon lens bundles in all photography labs
- Consistent, professional-grade tools
- Students prepared for industry requirements





Return on Investment

NICC College Bangalore has seen significant returns on their investment in creative technology infrastructure:

Enhanced Student Outcomes

Students now graduate with professional-level skills using industry-standard tools, improving job placement rates

Institutional Credibility

The college has strengthened its reputation as a premier creative institution with state-of-the-art facilities

Sustainable Partnership

Established a long-term relationship with annual renewals, creating predictable budgeting for technology resources

Conclusion

NICC College Bangalore successfully modernized its creative infrastructure, giving students professional-grade tools that aligned with industry trends – boosting institutional credibility and student outcomes.

Through our comprehensive approach to software licensing and equipment procurement, we helped NICC transform their creative education environment, preparing students for successful careers in design, photography, and visual communication.

The annual renewal pipeline of ₹2 crore represents not just a sales achievement, but an ongoing partnership that will continue to evolve with industry trends and student needs.

