

“It’s an absolute game-changer for us. It just makes it easy: Billing is taken care of. It’s perfect.”

John McGiffin CEO & Founder
at Deep Recognition



- **Company:** Deep Recognition
- **Headquarters:** Victoria, Australia
- **Industry:** Independent Software Providers, Recognition Technology
- **Web:** www.deeprecognition.io
- **Headcount:** 13
- **Partner Ecosystem:** Dell, Hewlett Packard Enterprise, Nvidia

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Challenge: Simplifying the consumption, scalability, and optimization of Recognition Technology

Accelerated

Deep Recognition has reduced virtual deployment from 12 weeks to 10 business days

Simplified

Deep Recognition have made it easier for customers to consume their services, by simplifying deployment, orchestration, automation, and billing processes

Marketplace

With the CloudBlue marketplace and catalog, Deep Recognition has made it easier for customers to see & understand what’s available to them

Seamless

A simple 360-degree view of the entire order-to-fulfillment process is now available

New verticals

Individual services can now be separated and composed, allowing Deep Recognition to enter new verticals like hospitals and telecommunications

Retention

Deep Recognition can now enable customers to provide another layer of services on top of their existing assets, increasing value and retention