

Case Study

INDUSTRY > High Tech

FUNCTIONAL AREA > Sales & Marketing

The Arnold Group is a management consulting firm that helps leading organizations excel. Our consultants are exceptional, senior-level professionals with a passion for achievement and a proven track record in helping business leaders achieve success in the world's largest organizations. With a depth of industry-specific knowledge and expertise, Arnold Group consultants partner with our clients to fully understand their challenges and deliver actionable results that drive true organizational impact. When you work with the Arnold Group, you are partnering with a team of experts who are committed to your success.

A Major High Tech Company Achieves Success in New Product Launch

Summary

A business unit in a large global technology company with multiple product lines wanted to drive revenue growth for its products. With a new positioning strategy, a successful launch campaign, and effective channel programs, the client was able to achieve consistent 25% year over year revenue growth.

Customer Profile

A Leading Global Software Company

Challenge

A business unit in a large global technology company with multiple product lines wanted to drive revenue growth for its products. The clients, the Director of Marketing and the Director of Strategic Planning, wanted to reach existing customers of the larger organization through the company's existing sales channels and direct sales force. The client was challenged not only with positioning the offering to customers, but also with effectively promoting the new solutions to sales channels that were already representing a wide range of other products.

Solution

The Arnold Group consultants started by developing a strategy to position the offering effectively against competitive products. From there, they expanded the positioning to promote the cross-product benefits in conjunction with other solutions offered by the organization. To create channel interest, they added incentives to motivate partners to cross-sell the product with other solutions in their arsenal. They also added sales programs and incentives for competitive product replacement and for cross-selling into existing sales efforts.

From there, the Arnold Group team developed a communications content strategy that included training and readiness, Web-based content, and other Web 2.0 community developed content approaches. They also developed a variety of sales guidance and template implementation plans on a global basis.

To put this plan into action, the team conceived a campaign and hired an ad agency to implement it. They then promoted the solution to press and analysts. To put the sales and channel resources into action, in addition to the incentive programs, the team delivered a set of sales readiness materials, a pitch deck, and Web 2.0 community content.

Results

The client was able to put the strategy and deliverables to use immediately to successfully launch the new solution. The team generated awareness and demand, and fueled the sales channels to successfully sell the product. The result was a success, with the client achieving consistent 25% year over year revenue growth.

